

101-106/3:  
39/8



# recruiter **JOURNAL**

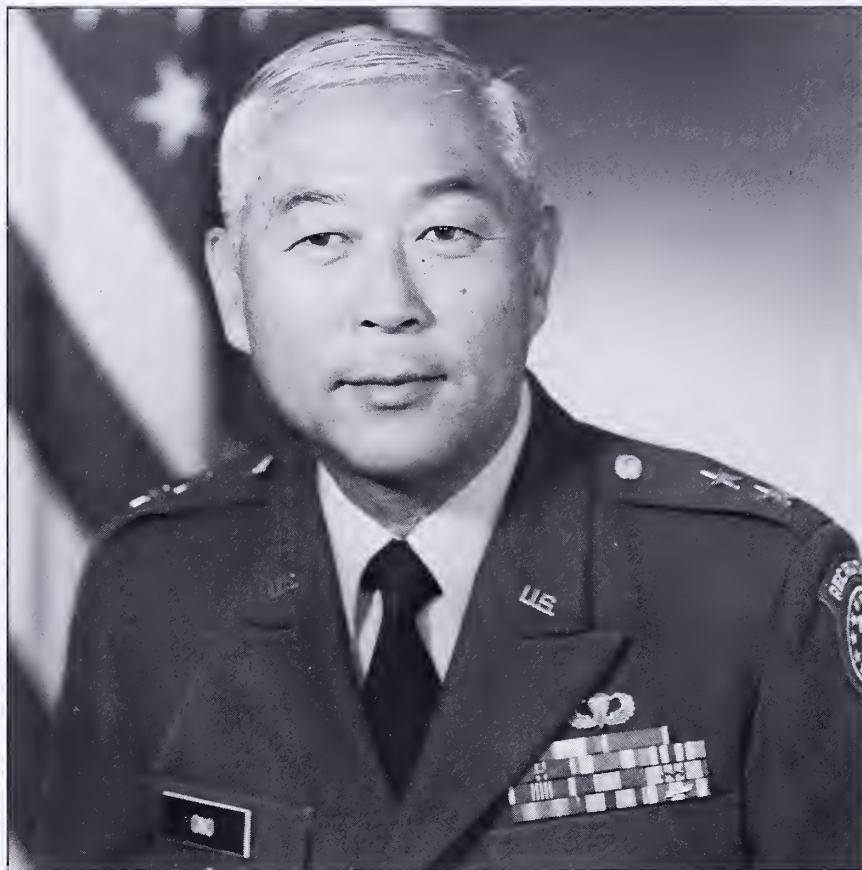
The Army's recruiting professional magazine since 1919

October/November 1986





# Command Call



**Question:** We can't seem to get another REQUEST terminal even though our guidance counselor shop is always stacked up with applicants. What can we do to get another?

**Maj. Gen. Ono:** We don't want to buy more REQUEST terminals because the coming Army Recruiting Accession Data System will make them obsolete. So to ease the burden off guidance counselors, we're moving terminals out of offices that don't need them as badly. For example, we've moved almost all the machines

out of the headquarters and put them in battalion and MEPS offices. We'll keep looking for more machines to move until ARADS arrives. Make sure your battalion has requested one for you through channels.

**Question:** Why is there no space on the 200-2F card for a follow-up disposition? The other REACT cards have them and I need something that will generate a follow-up letter 180 days from now.

**Maj. Gen. Ono:** That card, which is for Reserve unit referrals, needed

room for the information about the person who makes the referral, so he or she can get credit for it. That meant there wasn't room for the usual follow-up dispositions. Your REACT technical manual tells you to send in a 200-2B card on the same person and request whatever follow-up you need. Your manual explains the details.

**Question:** I understand a test was conducted in the Chicago recruiting battalion using mobile (or cellular) car phones. What were the results?

**Maj. Gen. Ono:** I think you must have heard about the test of portable office phones we conducted in the Chicago and St. Louis recruiting battalions. The test used a modular self-installable electronic telephone system. Based on its success, contract action has been initiated to acquire like systems for each multi-man station and recruiting company. As for car phones, we've not tested the idea yet, primarily because the cost is still too far out of reach.

**Question:** CSM Abner was a great leader and we'll miss his visits and guidance. Who's his replacement?

**Maj. Gen. Ono:** I agree that CSM Abner was tops. He showed by actions, words and appearance what it takes to be a great NCO leader. I miss him. His replacement is CSM John McPherson, now stationed in Europe with the Materiel Maintenance Command. He is a gold badge recruiter who was sergeant major of Indianapolis battalion and CSM of 2nd Brigade. Another great leader and role model.

*The Recruiter Journal solicits your comments and questions for the Commanding General and the Command Sergeant Major. Please send them to: United States Army Recruiting Command, ATTN: Recruiter Journal, Building 103, Ft. Sheridan, IL 60037-6020. Or call: (312) 926-3918 or (AUTOVON) 459-3918.*

**ALLEN K. ONO**  
Major General, USA  
Commanding

# recruiter JOURNAL

The Army's recruiting professional magazine since 1919



17



25



35

VOLUME 39 NUMBER 8 OCTOBER/NOVEMBER 1986

## FEATURES

### FLARE

#### Stop the DEP Loss!

*Why do DEP members drop out? Knowing the answers can help you prevent the loss.*

12

#### Good News

*...that's what publicity is. Lots of your colleagues earn it; so can you.*

14

#### Streamlined RPIs

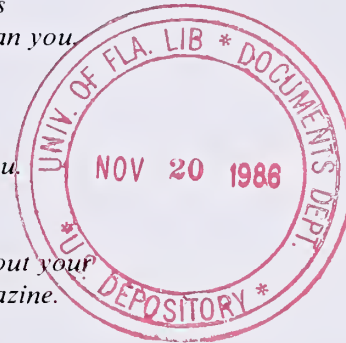
*The new RPI system has been designed to work harder for you.*

17

#### Readers' Report

*Here's what you had to say about your professional development magazine.*

20



## DEPARTMENTS

#### Command Call

2

#### USAREC Today

4

#### Ask a Gold Badge Recruiter

10

#### Field File

22

#### Salutes

26

#### Top 56 Club

32

#### Selling for Success **NEW!**

33

#### MOS 45K: Tank Mechanic

35

*On our cover: This month's issue recognizes a record number of individuals who have earned the recruiter ring or gold badge — six pages' worth — plus an additional page and a half of Top 56 Club members. Join with us in saluting our outstanding colleagues. Congratulations!*



# USAREC Today

## IM Functions Change

The Army has established an Information Mission Area to efficiently manage the disciplines of automation, communications, audiovisual services, records management, and printing and publications.

The IMA directs how information systems are managed with objectives being to unify, standardize, and make efficient the processing, storage, and transfer of information.

At Fort Sheridan, Ill., there are two information-related divisions: Information Management and Information Systems Command. On October 1, IM functions and personnel were transferred to ISC-USAREC, under the supervision of Mr. William Bowe, the director of

information management.

The field is directly affected by this merger as each brigade has an ISC-USAREC detachment that inspects battalion files. Battalions must now maintain a separate log in their property books and cannot buy information equipment without ISC-USAREC approval. All automation equipment (JOIN, REQUEST, CPT), communication equipment (telephones, answering machines), and audiovisual equipment (copiers, video tape players) now belong to ISC-USAREC.

Under this new management system, the ISC contributes expertise in the area of "user" information services including: training, hardware, and

software display and demonstrations, plus many technical user consultant services. The IM continues to oversee the local management of communications, automation, audiovisual, records management, and printing and publication.

This joint effort will deliver services to the field ranging from computer management to the telephone systems, from audiovisual information services to the telecommunications center.

These information functions, joined together under the IMA umbrella, will help to improve service, cut costs and bring order to the rapidly growing information revolution. □

### recruiter **JOURNAL** The Army's recruiting professional magazine since 1919

**Maj. Gen. Allen K. Ono**  
Commanding General

**Lt. Col. John F. Cullen**  
Chief, Public Affairs

**Sherry Edwards McHone**  
Editor

**Jim Hansen**  
**Donna McMillin**  
Assistant Editors

**Len Trzeciak**  
Art Director

**Sgt. Victor Dunker**  
Staff Photographer

#### Correspondents:

**Melanie McNutt**  
Jackson Rctg Bn

**Pat Davis**  
San Antonio Rctg Bn

**Mary Auer**  
Cincinnati Rctg Bn

**Jan Ferlisi**  
St. Louis Rctg Bn

#### SUBMISSIONS AND SUBSCRIPTIONS:

Material submitted for publication is subject to staff editing. Byline credit will be given all articles and photographs published.

**DEADLINE** - Photos and articles due first of each month three months prior to publication.

**Phone:** Commercial (312) 926-3918  
**Autovon:** 459-3918

Recruiter Journal (USPS 305-870), published monthly by the Office, Chief Public Affairs, U.S. Army Recruiting Command, Building 103, Fort Sheridan, Illinois 60037 Second class postage paid at Highland Park, Ill., and additional mailing offices. Postmaster; send address changed to: Commander, U.S. Army Recruiting Command, ATTN: Editor, Recruiter Journal, Ft. Sheridan, Ill. 60037-6020 Use of funds for printing of this publication was approved by the Secretary of the Army on 19 February 1985 in accordance with the provisions of AR310-1. Views and opinions are not necessarily those of the Department of the Army.

# Report Issued On Military Values

The results of the Army's latest survey reveal that soldiers and civilians need little convincing of the importance of traditional American or military values. On the other hand, their leaders could use some help communicating how important they themselves hold those values.

Conducted earlier this year, the survey questioned almost 8,000 soldiers and Army civilians about both "core American and core soldier values."

American values were described as those that are reflected by the Constitution, such as freedom, liberty, justice, and equality. Core soldier values are those common to all good armies and soldiers — integrity, skill, loyalty, stamina, discipline, professionalism, teamwork, and duty.

Some of the conclusions drawn from the survey show:

- Soldiers and civilians consider core American and soldier values very important to them;
- The importance of core American values is fairly consistent across all groups surveyed;
- The importance of core soldier values varies among the groups; and,
- Compared to other groups, fewer soldiers in field units consider core values (either American or soldier) very important.

In addition to the questions about their individual values, the participants were surveyed to determine their beliefs about the importance of

the values to each other. One significant result was that soldiers consistently underestimate the importance leaders give to core soldier values.

A relatively large percentage of unit leaders (sergeants through sergeants first class and second lieutenants through captains) indicated that core soldier values were very important to them. But a considerably lower percentage of unit soldiers (privates and specialists four) said they thought those values were either very or extremely important to their leaders.

There are a number of possible explanations for the disparity. For one, leaders may not talk about the values they hold. Hence, soldiers may not realize that their leaders consider these values important.

Another possibility is that the leaders' actions or behavior may not be consistent with the values they say they hold. Leaders may not be demonstrating the values they say are important to them. Soldiers might be inferring from their behavior that other values are important to their leaders.

To address the problem, Lt. Gen. Robert G. Elton, deputy chief of staff for personnel, has directed the Army's leaders to talk about their values to their subordinates. Elton also said that leaders must be educated that their actions demonstrate the values that they hold important, and that the importance of role-modeling should be emphasized. □

## U.S. Postal Service Statement of Ownership, Management and Circulation

As required by 39 U.S. Code 3685, the following information concerning the ownership, management and circulation of this magazine was filed with the Highland Park, Ill. post office on Sept. 30, 1986:

Title of Publication: Recruiter Journal

Publication Number: 75404208

Frequency of issue: Monthly (12x/year)

Number of issues published annually: 190,800

Annual subscription price: None

Complete mailing address of known office of publication, as well as the complete: mailing address of the headquarters of the general business offices of the publisher: Office, Chief of Public Affairs, U.S. Army Recruiting Command, Ft. Sheridan, Ill. 60037-6020

Publisher: Lt. Col. John F. Cullen, Chief, Public Affairs Office, Headquarters, U.S. Army Recruiting Command, Ft. Sheridan, Ill. 60037-6020.

Editor and Managing Editor: Sherry Edwards McHone (same address as publisher)

Owner: Department of the Army, Headquarters, U.S. Army Recruiting Command, Ill. 60037-6020

Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

Extent and Nature of Circulation:

Average number of copies each issue during preceeding 12 months: 15,500

Actual Number of copies each single issue published nearest to filing date: 15,500

Total paid and/or requested circulation: None

Free distribution by mail: 15,500

Copies not distributed by mail: 400

Returned from news agents: n/a

Total copies: 15,900

## Thanks, Sarge!

Army life poses one of the biggest challenges in a new soldier's life -- especially basic training. But PFC Marcia A. Brimm says SSgt. Linda F. Flourney of the Harlem, N.Y., recruiting station helped her prepare for the transition from civilian to soldier.

"Sergeant Flourney placed me in my Reserve unit ahead of basic so I could get background training," said the 20-year-old native of Bronx, N.Y. "She showed me slides of basic training and visited my home to answer questions. She was, all in all, on top of everything.

"I felt confident about the information she gave me," said Brimm. "I felt positive towards her. We became friendly during the time we spent together."

Graduation from basic training is a bright moment in a soldier's career. Brimm's parents, Stanley L. and Elease L. Brimm were on hand to share it with her.

When Brimm's mother first heard of her enlistment plan, she said that she was skeptical. But, she added, "I knew Marcia had the drive, stamina and enthusiasm to make it. If she wanted to join, we would go along with it."

Brimm's father recalled the emotion he felt as he watched his daughter's company march in the graduation ceremony, "It's a proud feeling."

At Fort Sam Houston, Texas, Brimm will study to become a 91D, operating room specialist. When finished, she will return to her unit, the 74th Field Hospital in Bronx, N.Y.



*PFC Marcia A. Brimm with her parents Stanley and Elease Brimm.*

□

# ANCOC to Become Requirement for Promotion to Master Sergeant

Beginning with the 1987 Master Sergeant Selection Board which is scheduled to convene next summer, sergeants first class with a date of rank of April 1, 1981, or later must have graduated from the advanced noncommissioned officers' course to be considered for promotion.

Soldiers who complete that course through the Army correspondence course program before Oct. 1, 1986, can be awarded non-resident credit; after that, however, credit will be given only for completion of the resident course. Sergeants first class with a date of rank of March 31, 1981, or earlier won't have to meet this requirement because, at that time, constructive credit sometimes was awarded for the advanced course.

All soldiers are being notified of this change to ensure they have sufficient time to complete the advanced course before the selection board meets. Soldiers will not be able to contest their non-selection on the grounds that they didn't know about the requirement.

This change to the Active Army Promotion System originated from the Non-commissioned Officer Professional Development Study directed by the Army Chief of Staff in 1985.

The study revealed that NCO education system courses are neither progressive nor sequential, that most of the courses are developed independently of the others and that Army Correspondence Course Program versions of the NCOES courses are unreliable. On the basis of these

findings, the study group recommended establishing a clear philosophy of "train, promote and utilize" and a long-range goal of a NCO education system that would be mandatory, sequential, progressive and linked to promotion.

As a further change, all Army correspondence course program NCOES courses soon will be renamed. Although credit no longer will be given for these courses after Oct. 1, soldiers completing the correspondence course after this date will receive certificates reflecting the new title. The new name has yet to be selected.

To ensure soldiers aren't penalized under the policy change, the Military Personnel Center will identify all sergeants first class with a date of rank later than March 31, 1981, who have not attended the advanced course and will schedule them for attendance on a priority basis. Soldiers in this category who do not now have a class date, should contact their local military personnel office, which, in turn, will arrange a class date.

Soldiers who have previously been "eliminated" from the advanced course may request re-entry into the course under the policy change, provided their dismissal occurred at least one year before submission of the request.

Previously, soldiers who were removed from the course were ineligible under Army Regulation 350-1 to retake it. □

## *Physical Fitness Badge Now Available*

Recruiters scoring 290 or higher on the Army's physical readiness test taken after Oct. 1 will be authorized to wear a new physical fitness badge on their organizational physical fitness uniform or on their own physical fitness clothing.

Unit commanders will be authorized to award the embroidered patch to soldiers who score 290 or higher and meet the Army Regulation 600-9 weight standard. Soldiers must then continue to achieve the minimum

passing score on all future fitness tests as well as meet the weight standard to continue wearing the badge.

The sew-on cloth badge will be worn on the upper left side of the organizational fitness uniform's sweatshirt or T-shirt or in a similar location on the soldier's own PT clothing. One badge will be provided and sewn on without cost to the soldier.

The new badge is expected to be available in military clothing sales stores in October. □



*Maj. Gen. Allen K. Ono, USAREC commanding general, is assisted by Tommie L. Abner, former command sergeant major, at the commemoration of the command's move from Fort Monroe, Va., to Fort Sheridan, Ill.*

*The two marked the July 9th occasion by unveiling a bronze plaque which is mounted near the headquarters' front entrance. "It was 13 years to the day that the moving trucks backed up to the headquarters," said Ono. "That was the beginning of the all-recruited Army. No one was sure then how long we'd be around. Since we've put in two million recruits, it looks like we'll be around a while longer."* □

## Soldiers' Insurance Warning Given

Recruiters buying commercial life insurance need to read all of the fine print before signing, because some policies include military clauses which limit coverage.

These clauses, which are also known as war clauses, may be so specific as to state that the policy is not payable if the soldier is killed in battle. On the other hand, they may simply state that the policy is not payable if the soldier dies as a result of "military service hazard." Policies which contain such vague clauses are sometimes broadly interpreted by insurance companies to mean anytime a soldier is on active duty. Under such an interpretation, a recruiter who is killed while driving a government-owned car might not be covered.

In regular life insurance policies, the war clause is not likely to be a problem, because the soldier can shop around until he or she finds an acceptable policy. The clause is more likely to be a problem if it is included in a

policy that a bank may require the soldier to take out to pay off a loan in the event of his or her death.

The clause commonly appears in policies taken out when purchasing a home or a new car, but it has also been found in credit card and auto club agreements. It is often buried in lengthy contracts and is rarely brought to the soldier's attention.

If the clause goes unnoticed, the soldier's beneficiaries may not be able to collect on the policy.

Soldiers who have life insurance policies other than Servicemembers' Group Life Insurance, which covers all deaths while on active duty, should check all paperwork carefully for such clauses. Those who find a war clause or military hazard clause should consult a legal assistance officer to see if the company will remove the clause, cancel the policy or give a binding interpretation of any vague clauses. □

# Civilians' Per Diem Increased

A new per diem computation system for federally employed civilians has changed the way employees are reimbursed for official travel expenses.

The new system, which became effective on July 1, more adequately reimburses the actual expenses for travel within the continental United States.

Under the new system, traveling employees should be reimbursed more completely for temporary duty travel. This means that employees should spend less of their own money.

It also eliminates the current standard and high-cost systems that set statutory ceilings on per diem allowances and subsistence expense reimbursements. It expands the amount that can be paid for per diem so the figures range from \$50 minimum to \$126 maximum.

Travelers will no longer need to document their eating expenses but must continue to document lodging expenses. In most cases, reimbursements for meals and subsistence allowance will be either \$25 or \$33 per day, depending on location.

Government Spending Allowance has established the maximum for lodging expenses for each area of the country. These maximums may vary based on the cost of living.

Because the new system applies only to meals and lodging expenses, all other claims for reimbursable expenses over \$25, must still be supported by receipts.

Under the new law, civilians on TDY who have personal emergencies can now be paid for travel home and then back to the TDY. □

## CHAMPUS News

The Civilian Health and Medical Program of the Uniformed Services has begun a two-year test program to share the cost of home health care for active-duty servicemembers' families in the United States.

The test program began July 1 and includes the rendering of home health care to dependents of deceased active-duty servicemembers also.

The program aims to compare the economy of home health care with that of inpatient hospital care.

In order to take part in the program — which includes payment for authorized homemakers and home health aides — the prospective beneficiary must have advance CHAMPUS authorization.

It is the applicant's responsibility to show that all medically necessary services and supplies required by the CHAMPUS-eligible patient can be provided less expensively at home than in a hospital setting. For this purpose, a blank form is used by the hospital, in coordination with the physician and the home health care agency, to list estimates of comparative costs. CHAMPUS cost-sharing for the approved care will cover only that time in which the patient would have stayed in the hospital. Also, the patient must not be covered by other health insurance for

services of a homemaker or home health aide.

The approved duration for each home-care case usually would be 30 days.

The test program allows all approved home health care costs, except those that exceed the CHAMPUS-determined allowable charge for physician services, to be shared in full by CHAMPUS. Active-duty families still are responsible for their normal inpatient cost-sharing, which currently amounts to \$7.30 per day.

All other services such as speech therapy, skilled nursing care and homemaker services, are paid as billed, so long as the amount doesn't exceed that charged to the general public. When durable medical equipment and repairs are ordered by a physician as necessary for treatment in the home, their cost is included in the cost-sharing process. They include such non-expendable items as respirators and specially equipped wheelchairs. Requests for funding such equipment must first consider the most economical means of acquisition.

Servicemembers desiring to take part in the program may direct their requests to: Chief, CHAMPUS Benefit Authorization Branch, Aurora, CO, 80045-6900. Or, call: (303) 361-8526 or (AUTOVON) 943-8526. □

# Ask A Gold Badge Recruiter...

## **SSgt. Randy M. Ruegg**

**Lakewood recruiting station, Seattle recruiting battalion**

Now with the command for two years, Ruegg earned his gold badge over a year ago. He says, *"Make your DEppers feel like they are needed and wanted. Keep in contact with them. Have them help with the recruiting effort by giving you referrals. Promote them in front of other DEPs. That will make other DEPs envious and they will see that it can be done. Be concerned for their well-being and teach them skills that will prepare them for basic training."*



## **SSgt. Jeffery Stocker**

**New Iberia recruiting station, New Orleans recruiting battalion**

After only one year in the command, this gold badge recruiter offers this advice, *"Ensure that you have completely sold the applicant prior to enlistment. Once enlisted, treat them as if they were already in the Army, while they are still in the DEP. Create competition between them as to instill pride in their accomplishments."*



## **SSgt. Rufus Brown**

**Nurse recruiting station, Houston recruiting battalion**

This gold badge nurse recruiter draws on three years of recruiting experience and sums up his answer by saying, *"DEPer involvement and constant DEP contact are the best ways to prevent losses."*



# What is the best way to prevent DEP losses?



## **SSgt. Anthony W. Lucas**

**Massillon recruiting station, Cleveland recruiting battalion**

*In two years of recruiting, Lucas has learned that, "You must motivate your DEPs by letting them know that they are soldiers and that they have a responsibility to the Army and themselves to help recruit quality prospects. Make them feel a part of the team!"*



## **SSgt. Samuel P. Munoz Sr.**

**Hillsboro recruiting station, Portland recruiting battalion**

*In his less than two year tenure with recruiting, this station commander says, "It has been my experience to keep a close contact with all my DEPs. I require them to call me one week and see me the other week. This enables me to check their weight and physical condition and to help answer all their questions as they occur. When they call, they have to give at least three names and numbers. At that time, I also keep the DEPs informed of all changes that would affect their enlistments."*

## **SFC Betty H. Brewer**

**Richmond Downtown recruiting station, Richmond recruiting battalion**

*A successful USAR recruiter and winner of the recruiter ring, Brewer says, "Always congratulate enlistees or DEPs on becoming a member of the Army. Have the station commander talk to him or her. Visit the home or telephone a minimum of once every two weeks. Become friendly with the DEP's family and friends. Never put them on "hold"; always have time to answer any questions they may have. Call and congratulate them on any achievements. Post any news articles on the bulletin board."*

# STOP *the loss*

---

Why do DEP members drop out of the program? This article — the first in a series — provides some of the answers.

**A** rmy recruiters have a daily challenge recruiting prospects into the delayed entry program.

The challenge of an Army recruiter is doubled when a member of the DEP drops out. Not only does the recruiter have to continue working towards mission, but now has the responsibility of replacing an individual he or she has already contracted.

The simplest way to meet that challenge is to prevent losing the DEP member in the first place. To do so, it is helpful to understand why DEP members failed to enlist. With that knowledge, recruiters and their leaders may avoid repeating the mistakes that caused the DEP loss.

The loss of recruits from the delayed entry program was the subject of a study prepared for the Army Recruiting Command by the Naval Postgraduate School, Manpower Research Center, in Monterey, Calif. One thousand telephone interviews with FY84 DEP members were conducted to determine reasons for leaving the DEP.

## JOB CHOICE

The largest portion of the individuals who dropped out of the DEP (39.74 percent) said they did so because they were dissatisfied with their occupational assignments. College-oriented recruits seem to be less concerned with MOS assignment because they are enlisting primarily for the benefits rather than the skill training. The exception to this is the college-bound recruit who wants skill training in the same technical area he or she intends to study in college.

To reduce DEP losses because of dissatisfaction with MOS choice, it is important that recruits believe their individual preferences were considered and that they were offered a range of choices. Over a third of the survey respondents said they did not feel the guidance counselor helped them to choose the best MOS. The MEPS guidance counselor should avoid giving an impression, such as: "This is all we've got left. I'll just sign you up to one of these." Recruits should leave the MEPS with the impression that *they* -not the guidance counselor -made the choice.

This point becomes important early on in the recruit's development as a soldier. Besides being the number one reason for DEP loss, it is also a significant reason for a soldier's voluntary separation from the Army during his or her first year of service.

## STEPS TO TAKE

While it is inevitable that some recruits will be dissatisfied with their MOS choice, there are positive steps guidance counselors and recruiters

can take to keep that number low. Suggestions include:

- Help the recruit reevaluate his or her aptitudes and preferences. They may find they had unrealistic expectations about the Army or their hoped-for MOS.
- Use DEP functions and other frequent recruiter contacts to help recruits build a psychological commitment and a feeling of "belonging" to the Army.
- It's been said before, but recruiters must sell the Army; not the job. If a prospect is fully satisfied with the Army, he is less likely to drop out because he is disappointed with a specific MOS.
- Before the recruit goes to the MEPS, recruiters should let guidance counselors know what the recruit wants from the Army and what his or her motives for contracting were. The guidance counselor can use this information to "sell" the available MOSs for which the prospect qualifies. (The related sidebar has more information on understanding the recruit's intentions for enlisting and using that understanding to maintain him or her in the DEP.)

These suggestions show that both the recruiter *and* the guidance counselor share in the responsibility for keeping DEP loss at a minimum. In the end, their cooperation makes both of their jobs easier.

In next month's issue, we'll take a look at the other reasons DEP members drop out and what can be done to prevent those losses. □

---

*This article was extracted from USAREC Study Report 85-3, "Study of Factors Related to Army Delayed Entry Program Attrition", November 1985, by Ray A. Zimmerman, Dona C. Zimmerman and Mary Ellen Lathrop of the Naval Postgraduate School, Manpower Research Center, Monterey, Calif. This study was prepared for USAREC's Program Analysis and Evaluation Directorate, Research and Studies Division.*

## What the prospect wants...

**I**t is the goal of every sales organization to achieve satisfied customers. In Army recruiting, one way the customer — the recruit — is satisfied is when he or she gets an occupational assignment that suits his or her needs and expectations.

*We know we've achieved our goal of satisfying our customers when all our recruits stay in the DEP, make it through training, and become soldiers. We know we haven't achieved our goal when our mission is increased to replace the dissatisfied recruits who never became soldiers.*

*To help the recruits achieve their goals, we need to understand them. Recruits fall into four major categories which reflect what they hope to gain from joining the Army:*

- *Life-long career;*
- *Means to achieve college education;*
- *Short-term job (two to four years) and training for future;*
- *Need for a change in circumstances.*

*Recruits in the first two groups are the least likely to drop out from the DEP because of dissatisfaction with the assigned MOS. The first group will stay because the Army service itself is more important than the specific MOS. College-oriented recruits frequently agree to serve in a MOS that they might consider less than desirable because those specialties provide higher bonuses or participation in the Army College Fund. Either benefit justifies the short-term sacrifice for the long-term gain.*

*The recruits in the last two groups require more careful handling when MOS assignments are made.*

*The job-oriented recruit tends to look for skill training and experience to apply to civilian employment. These recruits are the ones to drop out if they are unhappy with their MOS, or if civilian employment becomes available.*

*Those who join the program for a change in their current circumstances usually don't have a specific goal in mind when they enlist and tend to be less committed to the Army. One way of dealing with such individuals is to help them establish goals early in the recruiting process.*

*To prevent a dissatisfied customer, recruiters should let the guidance counselor know in which category his prospects belong. The guidance counselor can use that information to stress how the occupational assignment will help the recruits achieve their own goals for a job, skill training or escape.*

*Then the ball is back in the recruiter's court. Until they ship, keep on selling your DEP members; always keeping in mind their enlistment motivations and objectives.*

*Encourage referrals. Besides helping you make mission, it is one of the most compelling ways to build the DEP member's commitment to the Army. You know that the recruit who has convinced a friend to enlist is completely sold on the Army himself. Referrals also foster cohesiveness among DEP members, which is another way to strengthen their determination to succeed as a soldier.* □

# Publicity Pays Off

*Nadine Soule  
HQ USAREC*

**B**udget cuts have recently forced many promotional programs to be reduced or eliminated. Recruiters rely on these programs to be successful. To pick up the “slack”, many talented brigade and battalion recruiting personnel have used their creative ideas to gain positive publicity at very little cost.

Publicity is simply “free” advertising. It is free because the Army did not pay to have it appear in a newspaper or magazine or broadcast by a radio or television station. Publicity’s only costs are the salaries of the Army personnel and of the materials used to generate it.

Publicity involves using devices such as distributing press releases, staging “media events”, and participating in radio and TV interviews and talk shows. All of these are designed to draw the media’s attention to the Army’s activities. Therefore, publicity requires assistance and support from media representatives.

One way recruiters can take advantage of these free advertising resources is by developing and participating in promotional programs. Using promotional programs is not a new idea in recruiting. For years

USAREC has used TAIR, media tours, soccer clinics, national conventions, etc. to help recruiting efforts. But these programs are *not* free and should not be considered the only ways to attract publicity.

The following examples of promotional ideas were all created and implemented at the local level at little or no cost. All were successful in gaining positive publicity for both the Army and local recruiting areas.

## PRESS RELEASES

The advertising and sales promotion staff and the N.W. Ayer field account executive from Seattle battalion came up with a publicity program that focuses on hometown recruiter aides.

According to Ronald Hoss, N.W. Ayer FAE, the program “seeks to maximize the HRAP as good feature material for the region’s media.”

The idea here is to contact the leading paper in the soldier’s hometown and convince the features editor (or military affairs writer) to run a story about a “local” soldier. So just how do recruiting folks “convince” or “sell” the idea to the media?

The Seattle battalion sells their HRAP stories by focusing on unique/unusual or interesting facts about their young soldiers. If the HRAP is a female, the women’s sec-

tion of the paper is contacted, especially if the soldier has an unusual MOS. Local selling angles are also very successful. Themes like “hometown person makes good” arouses interest, especially when the soldier is the son or daughter of a couple who live in the area.

Mary Hetzler, public affairs specialist, says the campaign has been very successful.

“We feel this program is a really good forum for us. When these young soldiers tell about their experiences in a positive manner, that’s credibility that you just can’t buy at any price,” said Hetzler.

## NEWSWORTHY

Sending news releases to the media doesn’t necessarily guarantee publicity. The story may never be printed. One of the keys of generating publicity is that you must give the media what they want — newsworthy stories.

For example: During the 1985-86 school year SSgt. Gary Campbell, West Valley City recruiter, gave cold weather survival training to more than 1,000 high school students. Campbell focused on driver training students because much of his instruction deals with winter-weather driving. He also talks about how to prevent cold weather injuries and what to do in cases of hypothermia, shock, frost bite and snow blindness.

Armed with Army-type arctic survival gear, Campbell explains how to start a fire with the powder from a rifle shell or the magnifying glasses in a pair of binoculars.

"I'm an infantry person, and I love the infantry," said Campbell. "I tell the students that an infantryman never gets lost — just temporarily disoriented. I've had several students wave to me in the hall and say 'I remember you, you're the guy who never gets lost'," he laughs.

Campbell's training program not only got him access to the school and introduced him to potential prospects and their teachers, but provided a newsworthy event that the media could cover too.

Contrary to the popular image, most news people don't only look for "bad news" stories. Feature writers especially seek out "good news" to report. A story about Campbell's cold-weather survival training is perfect because it lets the reporter portray the recruiter in a completely positive light.

A description of the training Campbell provided could not help but show him to be a community-spirited, credible individual who is apparently well-received by the high school students he meets. While describing the recruiter's training, the Army also receives valuable publicity for its programs.

### **MEDIA RELATIONS**

Developing strong, positive relationships with news people is a sure way to improve local publicity programs. As we've seen in the above examples, it gives you the chance to tell about the good things Army recruiters are up to. But its impact continues long after the article appears or the segment is broadcast.

Media people remember what they've reported about the Army. Just like us, they form opinions. If their opinion of the Army is a positive one, they'll be likely to file positive reports about the Army later. But they must be given the opportu-

ity to see the good things the Army offers young people.

So, when newspaper editors and publishers gathered at the Oklahoma Press Association EXPO 86, the Oklahoma City battalion recognized and seized the opportunity by setting up an Army exhibit that was used to gain media attention and promote favorable publicity.

The exhibit featured technology used in the field artillery, such as the Ground Laser Locator Designator. Media members were given a chance to fire a real M-16 rifle and shown how the Army uses laser beams to determine range to target. More than 75 editors and publishers were computer-rated on their target shooting ability.

Ken Plant, battalion A&SP chief, presented plaques to media participants with the three highest scores. "We certainly bettered our relations with the media at this EXPO," Plant said.

The exhibit undoubtedly generated  
*(continued)*

## ***Making the News in Syracuse***

*Garry Luke*

*Syracuse recruiting battalion*

**B**oth Delayed Entry Program and Hometown News Release (DD Form 2266) forms are important tools for supporting Syracuse recruiting battalion recruiters.

Stories generated by the two types of news releases help the Army to be accepted by the public and give young people a good resolution for their future.

### **HOMETOWN NEWS**

All new military arrivals are given two Hometown News forms, with an instruction sheet, at their battalion inprocessing time. They are told how the Hometown and DEP News Release work, and are then given the time to fill out one form and sign both.

We type information from the first form to the second form and send this typed form to the Hometown News directorate at Kelly Air Force Base, Texas, unless they do not want the recognition at home.

The hand-written form is used as information for a release for the recruiter's area. We include past Army experiences, education, sports, hobbies and family inter-

ests, as well as good quotes about the soldier willing and able to talk to youngsters about these experiences. Adding these extra facts humanized the recruiters so that the youth can identify with him or her.

The locally generated news release is sent to the news media in the recruiter's area and to the high school to which the recruiter is assigned. Specifically, they go to the guidance counselors and to school newspapers, if there are any.

By the schools being told who their recruiter is, and something about him, the Army makes several more positive impressions, and may get a news article in the school paper to compound the effects of stories and advertising in other media.

### **HOMETOWN SUPPORT**

Using the Hometown News directorate by submitting usable release forms helps promote the Army by recognizing soldiers in their hometown. The Hometown Directorate also helps recruiters in the hometown by gaining

*(continued)*

a few immediate articles about the Army's high-technology equipment. Just as importantly, it formed a basis for long-term favorable impressions about the Army, which will surely benefit us some time in the future.

### SEIZE THE OPPORTUNITY

Mary Ann Phillips, Dallas A&SP chief, recognized and jumped at her own opportunity to improve media relations and get "no cost advertising" for her battalion.

Phillips received a call from a local news reporter requesting information on Army advertising. Wasting no time, Phillips invited the reporter to visit the battalion and talk about the two-year enlistment option and money for college.

The reporter interviewed SFC Donald Mumma, assistant operations NCO, and some enlistees who were getting ready to ship. The interviews ran on both the 5:00 and 6:30 news and was "better advertising

than anyone could hope to buy," according to Phillips.

The report earned the Army some good publicity and it established an important media contact for the battalion's A&SP staff. Phillips' accommodating response to the reporter's request made her a friend in the media. The next time a Dallas recruiter deserves media attention, Phillips will be the one who can pick up the phone to generate the story.

### YOU CAN DO IT!

Each of the above examples described the efforts of A&SP and advertising agency personnel. But generating publicity isn't their responsibility alone. Recruiters and commanders at every level can — and should — be involved too.

Don't shy away from talking to the media. Seek them out and let them know what the Army is doing for the young people in your area. When talking to reporters, be honest. Tell

them what you know and tell them when you don't know. (But make sure to promptly get back to them with the answers you didn't know.) While you shouldn't be discussing policy for any command level above your own, don't be afraid to tell them about the Army College Fund, the GI Bill, two-year enlistments, and the Army's training opportunities.

Every recruiter in every station has a reporter out there somewhere who he or she *should* be talking to. Don't forget your area's weekly newspapers, its high school papers, or its college papers, radio or TV stations. Consult your A&SP staff. As your local media experts, they can help you get started.

Publicity is free. And remember the old saying: The best things in life are free. □

---

*Ms. Soule is a public affairs intern. At the time of this article's writing, she was assigned to the Headquarters, USAREC Public Affairs Office.*

## Syracuse News Makers

access to schools and other organizations where recruiters recruit. And, recruiters in their areas will benefit from soldiers with hometown connections in our recruiting area who are assigned to different installations throughout the world.

### DELAYED ENTRY FORMS

Delayed Entry Program participants who fill out the DEP News Release Forms help the program grow when news media use our releases.

Peer pressure influences other prospects to come forward by talking to recruiters. Typically, these forms are filled out at a DEP function and submitted by recruiters to A&SP.

The forms are checked for accuracy, legibility and clarity. Any facts that need clarifying are marked with a highlighter. The recruiter, then, will be contacted to correct any possible discrepancies. And, at the same time, we'll ask for other facts that may 'spice up' the news release such as is the person qualified for Army College Fund participation, a bonus, advanced promotion or is he or she getting a station-of-choice assignment?

When possible, three or more enlistees are featured from an area in a release (one-person releases usually

don't carry enough clout for the media). More than three on a release frequently generates a bold headline, especially in the weekly newspaper, which thrives on such news. The key is to get the releases submitted to the press before the individual leaves for basic training. After he or she leaves peers will be harder to sell on entering the Army. Friends may choose to leave with the recruit, which is an extra selling point. The same type of publicity could be used for other than DEP participants.

### SUPPORT PAYS OFF

The recruiting momentum achieved from news releases could not be accomplished without recruiters first realizing the release's value, then following up by having DEP members fill out the form, and checking it over for accuracy and completeness before submitting it to us.

We've noticed that the most successful recruiters use this system, and those who spin their wheels with much less success don't use it, or do so minimally.

Continued reminders on using the system are sent out in our battalion newsletter the Syracuse *Moose*, at staff meetings, Commander calls and telephone calls to recruiting stations keep the system rolling and help recruiters perform their mission.

# Streamlining the RPI — System —

Tom Evans  
HQ USAREC

*SYSTEM: "An aggregation or assemblage of objects united by some form of regular interaction or interdependence: "Webster's New International Dictionary*

**R**ecruiting is telling young people things about Army service which will persuade them to apply for enlistment. Telling them with mass media advertising. Telling them face to face. And telling them through distribution of the illustrated booklets and brochures we refer to as Recruiting Publicity Items or RPIs.

In the 13 years since the "all-recruited" Army era began we have become more expert in much of that telling. Media advertising is more focused and compelling. New recruiters learn to use the most advanced electronic sales support to structure expectations and close a sale.

Now comparable improvements in recruiting publicity items are in the

works. Not just in the way they look or in the subject covered — although there will be changes in both. The new year will usher in a new concept of operations which will make our RPIs work harder. It will transform them from a collection of useful booklets and brochures into parts of an operating system.

That means several things, one of which is summed up by the word "specialization." We looked at our RPI inventory and found it is a team made up of utility players. They are all asked to do a variety of jobs: to sell themselves from take-one racks; to accompany an interested prospect home so he can help explain his interest in Army service to mom and dad; to fulfill phone or mail requests for additional information offered by Army advertising.

## RAISING QUESTIONS

The RPI of the future will be designed to do one job and do it well. For instance, beginning in early January you will begin having available handsome new four-, six- or eight-panel folders designed for "take-one" use. (As shown in figure 1.) Like

media advertising, their purpose is to generate contact opportunities. That means they convey just enough information to create interest and raise the questions our recruiters are trained to answer.

To make the local recruiter easy to contact, some of the folders will have a postage-paid business reply card attached. The forwarding address will be left blank, to be filled in with a recruiting station stamp. Folders without BRCs can also be stamped to provide a telephone number for the interested prospect to call.

When the take-one folders now on the drawing board are completed (figure 2), all major programs and sales points will be covered. That does not mean we intend you to use every one in each location. Smart recruiting means knowing what benefits are most appealing to young people in the communities you work in, and take-one racks in those communities should be stocked accordingly.

Take-one folder distribution should also be varied systematically — there's that word again — to emphasize certain appeals when they  
*(continued)*



Figure 1

are of most interest to prospects and their families: "money for college" in the winter months, when families are adding up the costs of sending their seniors on to a university; and employment-oriented opportunities in the summer, when new grads are job hunting and old grads in occupational dead-ends are seeking fresh opportunities.

## PROVIDING ANSWERS

A second kind of special purpose RPI to make its appearance around the first of the year will not be available for field use. It will be used solely to answer phone/mail requests for information generated by national advertising. One or the other of two styles will be used (figure 3), depending on whether the main thrust of the advertising generating the response is toward college-bound or employment-oriented prospects.

These advertising fulfillment booklets have been carefully designed to encourage interested prospects to contact their local recruiters. They provide more information than does media advertising, but point out in their final pages that there is a well-qualified professional in every community who has the whole story.

Finally, we come to some items which are not new at all but which, in the new RPI system, will be only used to do the job for which they are best suited. These are the familiar "5 x 8" booklets (figure 4) which have been the mainstay of our RPI system for years and which are now used whenever the opportunity to hand out recruiting literature presents itself. They are designed to provide good overviews of the Army offer and, like recruiters, to handle some of the objections prospects routinely raise.

Under the new RPI system they will be banished from take-one racks and never used for advertising fulfillment. Their intended purpose is to reinforce a sales presentation: to give that interested potential applicant food for thought, and perhaps something that will help him or her discuss enlistment benefits with a parent.

That means we will produce only enough of these relatively costly

Figure 2

### INTRODUCTION OF TAKE-ONE FOLDERS

RPI	TITLE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
232	WHAT YOU'VE LEARNED IN COLLEGE	X									
NEW	ENLISTMENT BONUSES	X									
NEW	WHEN COLLEGE SAYS "YES"...	X									
NEW	GI BILL/ACF		X								
923	NOW ABOUT THAT LOAN		X								
NEW	ACF FOR ADV TECH TNG			X							
211	DELAYED ENTRY				X						
NEW	ARMY AVIATION				X						
208	OPPORTUNITIES FOR WOMEN					X					
NEW	COMBAT ARMS					X					
133	OFFICER CANDIDATE						X				
NEW	ARMY APPRENTICESHIP							X			
254	THE HIGH COST OF DROPPING OUT							X			
NEW	NO BETTER WAY TO SERVE							X			
NEW	TRAVEL							X			
270	SKILL TRAINING								X		
921	COUNT YOUR BENEFITS									X	
998	COME BACK TO THE ARMY										X

NUMBERED ITEMS AVAILABLE FOR RECRUITERS USE IN EXISTING FORMATS. NEW DESIGNS INTRODUCED AS STOCK IS EXHAUSTED. CURRENT VERSIONS KEPT IN STOCK.

items for one-on-one distribution. Recruiting stations will have to control their usage accordingly. Although the procedures for requisitioning these RPIs will not change, some new capabilities to be introduced in the near future will ring bells when an individual station appears to be over-ordering one of these types of items. Special justification will be required to obtain additional quantities. 0

## FEEDBACK AND CONTROL

That means the new system will call for management attention not now given to RPI usage. The whole point of a "system," after all, is that it *can* be managed. . . and its operation improved to the benefit of all concerned.

It can be improved first through more economical operation. We will make the limited dollars available for recruiting literature work harder by not using heavy artillery for a job better done by small arms, that is, by discontinuing the mass (take-one) distribution of 20-cent booklets when specially designed five-cent folders can perform better in that role.

It can be improved also through what we will learn of RPI usage patterns from new automatic data processing capabilities scheduled to come on line during 1987. The same computer programs which will help us better control issue of certain items will also issue reports which can show both HQ USAREC and field commanders usage rates for individual items, overall and by location. This kind of feedback will help commanders better understand recruiting market variations and will aid HQ USAREC to reach future decisions about adding, deleting or improving individual booklets and folders.

Everything we produce or purchase in advertising and sales promotion is intended to help make the job of a recruiter easier. Advertising creates interest and contact opportunities which make your prospects easier to reach and to deal with. But RPIs are more tangible recruiter tools, and we are excited about an opportunity to give those tools a sharper edge.

Even more exciting is the thought

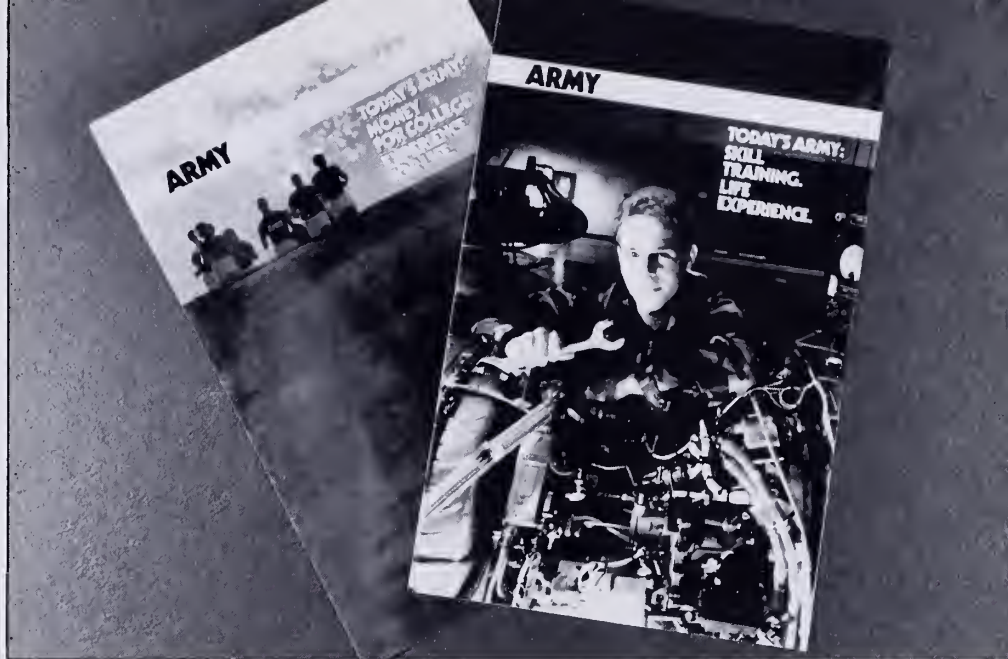


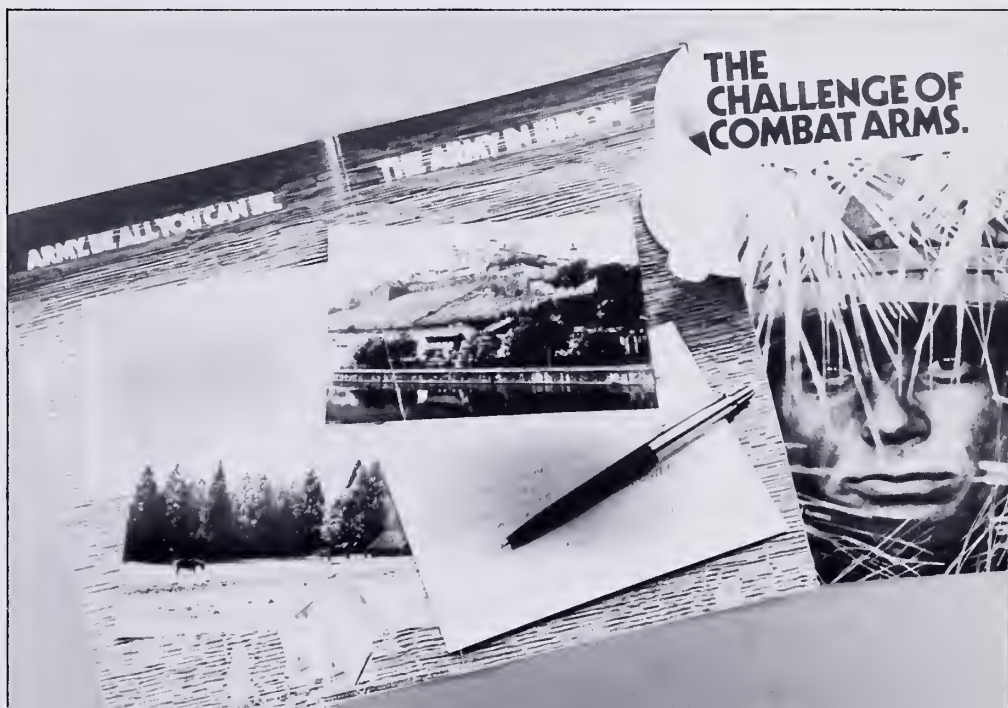
Figure 3

that we are putting in place an operating RPI system which will evolve in ways that will lead to future improvements. The RPIs of the future will give recruiters not yet assigned even better chances to fill their mission boxes and provide the strength. □

---

*Mr. Evans is advertising and sales promotion's deputy director for acquisition and production at Headquarters, USAREC.*

Figure 4



# recruiter JOURNAL *Survey* *Results Reported*

**D**uring May and June of this year, a survey was taken of 2,023 readers of the *Recruiter Journal* from around the Command. While previous surveys have been conducted every three years as required, this was the first to use scientific sampling techniques. Since only 213 responses were received from the November 1982 survey, no attempt at comparing results over time is being made. Further, no readers outside the Command were surveyed.

Marks for the *Recruiter Journal* are high overall (see diagram 1). More than 90 percent think the magazine is average or above in reading ease, layout, illustrations and articles. Only 46 individuals indicated that the reading ease of the *Recruiter Journal* is below average or poor.

## MOST READ SECTIONS

A major part of the survey concerned which sections of the magazine are read most often and which, least often.

Not surprisingly, the Diagnostic Test is the most read section of the *Journal*. More than half of all readers indicate that exam is one of their top three most read sections. In the future this section will appear on the JOIN machine at recruiting stations, rather than in the *Journal*. This should make the exam more timely for field recruiters.

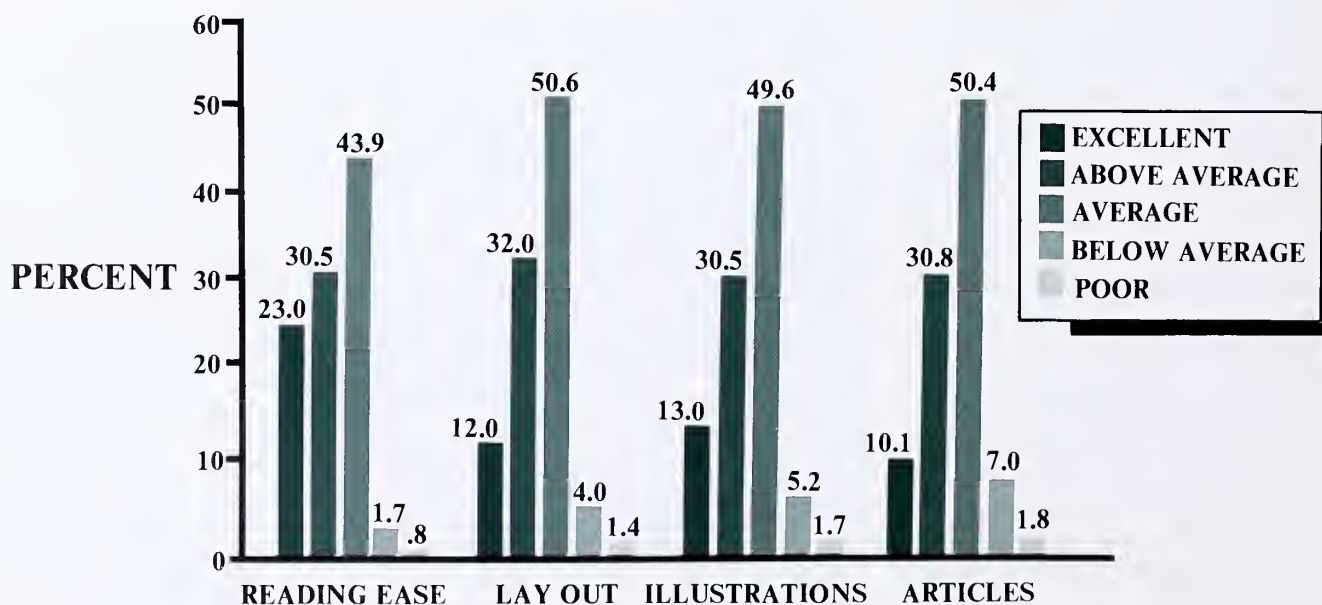
The second most read department is Command Call, the place on the inside front cover where the Commanding General and Command Sergeant Major respond to your questions. An interesting note here is that more than 85 percent of officers in USAREC named this as one of their three most read sections with 54 percent saying it is their most read

department. For field recruiters, more say that Command Call is the least read section (19.6 percent) than say it is the most read (12.3 percent).

Frankly, we're puzzled by this. The questions in Command Call come from telephone calls to the USAREC Hotline, questions asked to the IG, CG and CSM during their travels, and the few calls and letters we receive here at the *Journal*. If we're not asking General Ono the right questions, let us know.

Training Tips, USAREC Today and Salutes were the departments mentioned as the next most read departments. Field File and our series on training posts were read the least. With this issue, we will conclude the series on training posts and will be replacing it with a series on Army weapons. (A topic which many of our readers said they would like to read about.)

## TECHNICAL EVALUATION



# WHAT READERS SAID THEY WOULD LIKE

## WOULD READ ARTICLE ON:

What's new with the Army's weapons, equipment, doctrine, etc.?

The life of a new recruit from reception station to graduation.

How to sell the Two-Year Option.

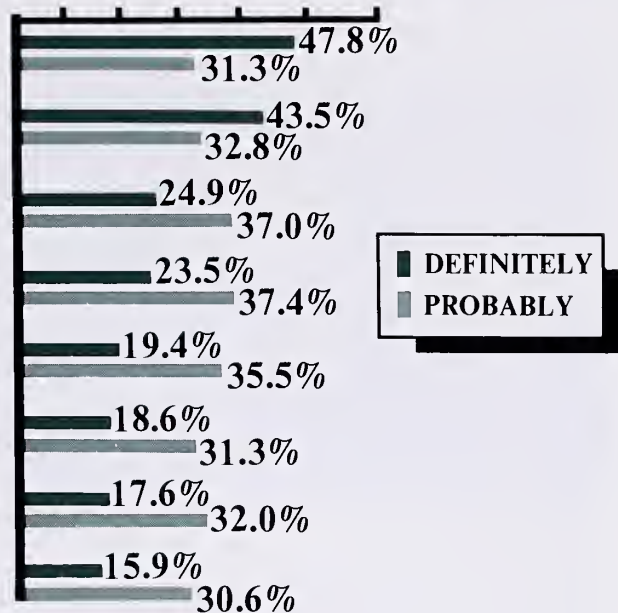
I'm a recruiter and a half thanks to my wife.

Meet Staff Sergeant Jones - Recruiter of the Year.

Self-interest of GSA.

Recruiting nurses.

Talking with other salespeople helps me make mission.



## WHAT READERS WANT

A series of questions in the survey provided a hypothetical headline and asked "would you read this article?" The article rated first dealt with Army weapons (see diagram 2).

men. And while training and professional development scored 40 and 37 percent with field recruiters, they scored 61 and 65 percent with recruiter training NCOs.

The net result of this is that not every article will appeal to everyone in the Command. We hope, however,

to provide a good mix that has something for everyone. The best way to provide you the magazine you want to read is to let us know what you want. Don't wait for the next readership survey. Pick up the phone or send us a note. We'll be happy to hear from you. □

## VARIETY OF INTERESTS

A final section of the survey listed 15 subjects and asked how interested the respondents were in them.

The simplest action would be to follow this list in assigning articles for the *Recruiter Journal*. However, we were struck by the diversity of the magazine's readership, which makes this more complex than it first appears.

While Reserve recruiting and training scored near the bottom overall, for USAR members those two topics scored 66 and 56 percent respectively. On the other hand, use of DEP only scored 25 percent among Reservists in the Command, probably because there is no Reserve Delayed Entry Program.

Similarly, the topic "Army women" scored 56 percent among women in the Command and 29 percent among

## INTEREST IN VARIETY OF TOPICS

### PERCENT SAYING HIGHLY INTERESTED OR VERY INTERESTED:

1. Tips of the Trade	46%
2. Recruiting Success	44%
3. Training	41%
4. Professional Development	41%
5. Benefits	40%
6. Use of DEP	38%
7. School Programs	37%
8. Interviews with people in the Command	36%
9. Back cover MOS story/photo	34%
10. Army Women	33%
11. Advertising and Sales Promotion	27%
12. Reserve Recruiting	27%
13. Reserve Training	27%
14. TAIR	26%
15. Reenlistment	21%



## Gold badge recruiter to earn gold bars

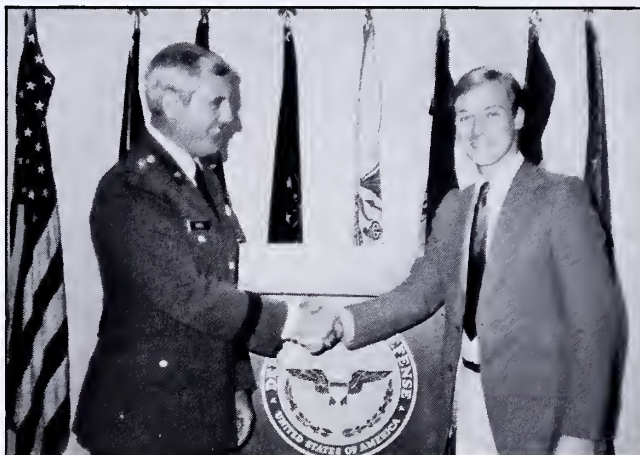
Once the Army's youngest recruiter, Cincinnati battalion alumnus David Broxterman continues to blaze new trails. Broxterman, who earned the coveted recruiter ring before leaving active duty this past June, is among the first nationwide to be accepted for the Army Reserve Officer Candidate School.

Not one to rest on his laurels, the new college graduate stopped by the battalion's Eastgate station the day after leaving active duty to begin processing for the new program, which officially took effect three weeks later on July 1.

Broxterman reports to Fort Benning, Ga., early next January, and hopes to be wearing his second lieutenant's bars by spring. He has already chosen his branch, and been accepted to fill a section chief's position with the 259th Military Intelligence Company in Cincinnati.

"My alma mater is the NCO corps of the Cincinnati recruiting battalion," he explains. "My goal is to be an officer within this battalion, to teach and manage sales."

Sales is something Broxterman obviously knows all about. In addition to ranking as one of Cincinnati's lead-



*David Broxterman (right) is congratulated after his swearing-in Aug. 13 by Maj. Gen. Jimmy Bates, the Cincinnati battalion's USAR General Officer sponsor.*

ing recruiters for six years, he has also been running a successful telephone and mail auction business of his own since he was 16.

---

*Mary Auer, Cincinnati recruiting battalion*

## This recruiter can be a real life saver!

If the name "Armstrong" conjures up images of Jack, that all-American boy, you may find an all-American life saver in SSgt. Dan Armstrong, recruiter for the Des Moines, Iowa, Merle Hay station. On June 14, before a record-breaking crowd of 9,000 fans at the Iowa Cubs baseball game, Armstrong was presented with two life-saving awards—for two separate incidents.

John Young of the American Red Cross gave Armstrong the Certificate of Merit signed by President Ronald Reagan. This was in recognition of Armstrong's rescue of a drowning man at Lake Rathbun in August 1985. Because of the commander-in-chief's signature, the award took a few extra months to get through administrative channels.

By the time the Red Cross citation arrived and the presentation was arranged, Armstrong did it again. Four days prior to the ceremony, he was driving along a city thoroughfare and saw an automobile vault off the road. Armstrong stopped, pulled the victim from the vehicle,

and administered CPR to the man, who had suffered a heart attack while driving.

In recognition of this life-saving effort, the Des Moines Chief of Police awarded Armstrong a letter of appreciation. In short order, the battalion's staff also arranged for this citation to be presented at the June 14 ballgame, which was televised over central Iowa.

Armstrong, a native of Carlisle, Iowa, received the two awards then took his place in the Army color guard. The four-member team presented the flags in honor of Flag Day and the Army birthday.

How does Armstrong explain "being in the right place at the right time?"

"They call me an ambulance-chaser, but I'm too busy recruiting for that. Things just happened, and I'm sure glad I was there and could help," he said.

---

*Julie T. Simon, Des Moines recruiting battalion*

## Recruiter enlists every male senior at school

Enlisting seven male seniors from one high school does not sound unusual you say? How about if the seven enlistees represent all of the male seniors in the school?

That's just what happened to SSgt. Perry S. Patrick recently who had the distinction of recruiting 100% of the male senior student body of the Willard Christian Academy.



"After I enlisted the first male senior, they all went in," said Patrick, who is assigned to the Norwalk, Ohio, recruiting station. The sergeant noted that the enlistees were all good friends who have known each other since they were very young. "They all decided for two- and three-year enlistments and on going into the communications field 31 series." Patrick added that most of them chose to participate in the Army College Fund.

Patrick explained that his recruiting windfall was a result of having developed a friendly and trusting relationship with the students. Initially, he got to know the students while playing in the local basketball league which played in the same gymnasium where a number of high school seniors also played. Their regular contacts gave Patrick many opportunities to talk to the seniors about the Army.

Since the seniors had been long-time friends, they wished to be stationed at the same post. Patrick said that while that was not possible, they will all take AIT at the same post, Fort Gordon, at the same approximate time.

*Story by Perry E. Edelbergs, photo by Dan Lewis, Cleveland recruiting battalion*



*Melanie Handford, Shirley Bridgeford, SSG Spears, Carol Taylor*

## DEPs taste a slice of Army life

Omaha West DEPs had a real taste of Army life at their last DEP function.

"Meals Ready to Eat", or MREs, purchased from the Fort Riley, Kan., troop issue subsistence activity were served as the main course. The MREs are lighter, tastier, easier-to-store field rations than the old combat meals or C-rations which MREs replaced in 1984.

Omaha's future soldiers inspected the labels and selected among the twelve available menus including meatballs in barbecue sauce, diced turkey with gravy, ham and chicken loaf, and beef stew. Besides the entree, of which two are freeze-dried, each meal provides crackers; a spread, such as peanut butter, cheese or jelly; a plastic spoon; and an accessory packet. The accessory packet contains coffee, cream substitute, sugar, salt, chewing gum, matches and toilet tissue.

Reactions to the Army chow were mixed, but most agreed that while they wouldn't want to eat them every day, the meals were not too bad.

SFC James L. Bell, station commander, said, "It is something different for DEP functions. Kids are used to all the usual fast-food places. But how many have ever tried a MRE?" It gives them something to tell their friends about, he said.

DEPs aren't expecting gourmet meals in training, but after the Omaha West DEP function, they have a realistic taste of what to expect during their field training.

*Suzanne M. Fournier, Omaha recruiting battalion*



## COOKing up contracts

SSgt. Candace J. Cook's recipe for getting contracts at colleges is simple. Mix a lot of personal contacts and add some dedicated effort to win the trust of the students, and this will eventually "cook up" some contracts.

"The (ROTC) cadets are like my buddies — if they have a personal problem, they know they can call me at home," said Cook, Reserve recruiter at the Grand Prairie, Texas, recruiting station.

Cook has been "working" Dallas Baptist University since October 1984. During that first year, Cook arranged for a helicopter to land on the campus softball field just before spring break, which caused quite a bit of excitement.

As a result of the chopper visit, Cook got a sizeable story and photo published about herself in the university's newspaper.

She seizes every opportunity to be visible at the school, including going out on the ROTC firing range with camouflage pencils in hand (for score-keeping.) She also insists on keeping her RPI racks, located in the student union and ROTC department, up-to-date and orderly.

During the summer of 1985, Cook arranged for an ambulance and two medics from the 94th General Hospi-

tal in Mesquite, Texas, to stop at the campus. That bit of ingenuity resulted in one contract. In fact, eight ROTC cadets enlisted in the Reserve during one six-month period in 1985. That group represented over half of the entire ROTC department that year.

Cook is extremely proud of that fact that, through her efforts, three-fourths of the entire current ROTC department is already in the Army Reserve under the Simultaneous Membership Program.

"My contacts with the ROTC cadets pay off elsewhere," said the four-year recruiting veteran. Recently, a cadet referred a non-ROTC student to Cook. That student enlisted as a laboratory technician and was scheduled to attend basic training in September.

Cook's efforts have not gone unrecognized. In addition to being awarded the Army Achievement Medal in October 1984, she was named one of the top twelve Dallas battalion recruiters in 1984. In 1985, she was named top USAR recruiter and top non-prior service recruiter for the second quarter of that year. She has also earned top Reserve recruiter for the Dallas South company almost every other month.

---

*Mary Ann Phillips, Dallas recruiting battalion*



*SSgt Candace Cook (second from right) believes in being involved with the students at Dallas Baptist University. She participates in regular physical training with the students.*



*SSG John Strawn prepares for a scene with DEP Bruce Newman while local TV personnel ready their equipment during the video taping recently of an Army TV announcement in Jacksonville. (Photo by Ted Jones)*

### **Recruiters star in public service spots**

It was "Lights! Camera! Action!" recently for Jacksonville battalion recruiters and some of their DEPs.

The battalion's brush with Hollywood came after a Jacksonville TV station, WJKS, offered to produce and air two 30-second public service announcements for the Army.

Two recruiters, SFC Rudolph Parker, Orange Park recruiting station, and SSgt. John Strawn, Jacksonville South, were selected to star in the spots. They, in turn, selected delayed entry program members Dana Smith and Bruce Newman to appear with them.

Parker and Strawn were videotaped in normal recruiting roles with their DEPs. They were shown using the JOIN machine, conducting telephone solicitation, and explaining recruiting options to the DEPs.

The announcements aired from July through September, coinciding with the months in which it is usually hardest to reach the out-of-school target audience.

*Ted Jones, Jacksonville recruiting battalion*

### **The sergeant has been tagged big time**

SSgt. Harold R. Libby, recruiter in San Luis Obispo, Calif., takes his work seriously. As you can see in the picture below, he had his auto tags personalized with the initials of his area recruiting, San Luis Obispo (the name of town and country) and the abbreviation of the word "recruiter".

Libby is an outstanding recruiter who's an expert in at least one important benefit of Army life. He's been an Army cook who has worked at the highest levels in the military. From 1980 to 1982, he prepared meals for the Secretary of Defense in the Pentagon.

*Jim Russell, Los Angeles recruiting battalion*





## RECRUITER RINGS

### ATLANTA

SFC Thomas C. Cox  
SFC Hursey Fenderson  
SFC Daniel E. Keith, Jr.  
MSgt. James T. Miller  
SFC Steven A. Sanford  
1st. Sgt. Curtis L. Wolstenholm

### DALLAS

SGM William C. Bussey  
MSgt. Leo A. Garcia  
SFC George E. Haak  
SFC Donald B. Mumma  
MSgt. Marvin P. Terpening  
SFC Marion E. Wallace

### LOS ANGELES

SSgt. Michael L. Boatwright

### BALTIMORE

SFC Robert H. P. Brown  
SFC Reginald J. Burrus  
SFC Lloyd A. Smith  
Mr. William Wilson

### DENVER

SFC Joe M. Rodriguez

### MILWAUKEE

SFC Lawrence A. Hoying

### BECKLEY

SFC Jack H. Burke

### HONOLULU

Mr. Allen Smith Jr.

### MINNEAPOLIS

SFC Jack Burris  
SFC Robert H. Stewart

### CHARLOTTE

SFC Juan A. Ramos-Batista  
SFC Kenneth J. Drape Jr.  
SFC James E. Hewitt

### HOUSTON

SFC Pedro Armendariz  
SGM Homero R. Najera  
SFC Michael L. Perry  
MSgt. Robert H. Rawls

### MONTGOMERY

SFC James Herman  
SFC Michael R. Ogle  
SSgt. Karen E. Ridge

### CLEVELAND

SFC Marvin D. Hendershot  
SSgt. Gerardino P. Mumfrey

### COLUMBUS

SSgt. Ronnie R. Braham

### LITTLE ROCK

SGM Joe H. Jackson Jr.  
SFC John W. Kieser

### NASHVILLE

Sgt. Christy A. Caldwell  
SFC Rickie L. Cox

## RECRUITER RINGS (Cont.)

### NEW ORLEANS

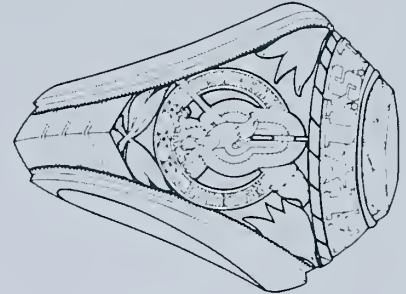
SFC Talmadge E. Bates  
MSgt. William F. Knipe  
MSgt. Roger W. McFarland  
SFC Elizabeth A. Rotondo  
SSgt. Yolanda M. Smith  
MSgt. August J. Thomas

### RALEIGH

SSgt. Ervin R. Bost, Jr.

### SAN ANTONIO

Mr. Calixtro Carranza  
SFC Wesley A. Wambold Jr.

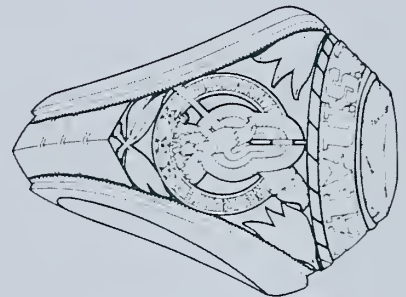


### OKLAHOMA CITY

SFC Michael E. Turner

### SAN FRANCISCO

SFC Bobby R. Rollerson

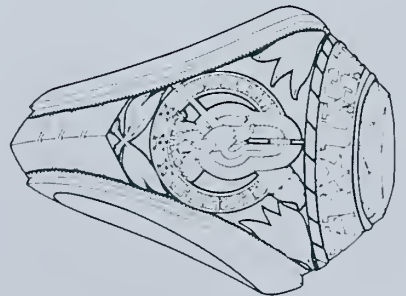


### PEORIA

SFC Gregory J. Clapp  
SFC Donald J. Devore  
Mr. Robert E. Fornoff  
SFC Edmond S. Wesley

### SANTA ANA

SFC Edward F. Groleau  
SSgt. Rickey Townsend



### PHOENIX

SFC Bernardno A. San Felix

### SEATTLE

1st Sgt. William J. Ramonas  
SFC Carl P. Steude

### PORTLAND

SFC Michael S. Arenaz  
SFC Dennis W. Earley  
SFC Robert C. Langley  
SFC Thomas F. Neidlinger

### ST. LOUIS

SFC Carl E. Davis Jr.

### SYRACUSE

SFC James A. Bitterman



# Salutes

## GOLD BADGES



### ALBUQUERQUE

SGM Jerry B. Burgess  
SSgt. Donald R. Brown  
SSgt. Anslem M. Cruz  
SSgt. Leroy E. Diaz  
SSgt. Mitchell P. Hackman  
SSgt. Gregory T. Mallory  
SSgt. Johnathan M. Tambascio

### ATLANTA

SSgt. Larry D. Chandler  
Sgt. Hartley J. Howard  
SSgt. Linda G. Mahone  
SSgt. Luther Rutledge  
SFC Daniel A. Sickel  
SSgt. Donald R. Suggs  
SFC Bobby J. Wilson

### BALTIMORE

SSgt. Graceson J. Brotzman  
SFC Ralph Chalmers  
SFC Michael D. Clodfelter  
SSgt. Charles T. Delzer  
SFC John D. Dobbins  
SFC James P. Mazanec  
SFC Charles W. Polin Jr.  
SSgt. Thomas L. Risher  
Sgt. Angela A. Spensieri  
SSgt. Robert W. Trout Jr.  
Sgt. Brian J. Williams

### BECKLEY

SSgt. Dale R. Cleary  
Sgt. Cynthia L. Gorman  
SSgt. Fred R. Holder  
SSgt. Mark A. Moore  
SSgt. Kenneth L. Wade

### BOSTON

Sgt. William M. Brown  
SSgt. Steven P. Delong  
SFC Douglas P. Dumais  
SSgt. Chester C. Gero  
SSgt. David A. Hoover  
SFC Timothy R. Peshick  
SFC Paul J. Provencher

### CHARLOTTE

SFC Louis J. Blades  
SFC William F. Gibson

### CINCINNATI

Sgt. William H. Poff  
SFC Ray A. L. Spivey

### CLEVELAND

SFC Robert L. Addie  
SSgt. Larry W. Davis  
SSgt. William A. Johnson  
SSgt. Diane S. Riggins  
SSgt. Stephen L. Sanders

### COLUMBIA

SSgt. James Brodgen  
SSgt. Leroy Jamison  
SSgt. Levon Mursier  
Sgt. Donna Stephens  
SFC Ross W. Winner

### COLUMBUS

SFC Claude J. Buckland  
SFC Thomas E. Patch

### CONCORD

SFC William Amado  
SSgt. William B. Baxley  
SFC Albert R. Lamontagne  
SFC James V. Woodsum

### DALLAS

SSgt. Harold Bell  
SFC Scott C. Briggs  
SFC Robert D. Broshous Jr.  
SFC Leland M. Coffman  
SSgt. Lonnie M. Curl  
SSgt. Lawrence D. Day  
SSgt. Danny G. Delgado  
SSgt. Jeronimo O. Diaz  
SFC Ruben J. Edwards  
SSgt. Raymond B. Estrada  
Sgt. Francis M. Fairchild  
SFC Duane Gunderson  
SSgt. Curtis W. Johnson  
SSgt. John Z. Joseph  
SSgt. Terry Lewis



## **GOLD BADGES (Cont.)**

SFC Dennis G. Morton  
SSgt. Stephen L. Murphy  
SFC Melvin Nelson Jr.  
SSgt. Timothy E. Perry  
SSgt. Freddie J. Pouncy  
SSgt. Michael Reubel  
SFC Gabriel Rivera Jr.  
SSgt. James W. Roberson Jr.  
SSgt. Howard J. Schnorrbusch  
SFC Larry E. Teel  
SFC George Tillman Jr.  
SFC Martin J. Ward  
SSgt. Charles E. Wilson  
SSgt. James S. Zapp Jr.

### **DENVER**

SSgt. Luis E. Diaz-Reyes  
SFC Peter M. Kain  
SFC Darryl J. Mandeville  
SSgt. Jeffery W. Paquette  
SSgt. Daniel M. Sommers  
SSgt. Larry Smith  
SSgt. Jay R. Woodward

### **DES MOINES**

SFC Ray E. Downing  
SSgt. David M. Fair  
SSgt. Randy A. James  
SFC Kendall W. Jones  
SSgt. Donald B. Kerrigan  
SSgt. Douglas T. Lewis Jr.  
SFC Anthony A. Marteen  
Sgt. John Mikelson  
SSgt. Darlene M. Olson  
SSgt. Victor G. Peterson  
SSgt. Joseph E. Raber  
SSgt. Garland J. Waddilove Jr.  
SSgt. Hilbert C. Williams

### **DETROIT**

SFC Fred E. Buyarski  
SSgt. David P. Harris  
SFC Bruce Sharp

### **HARRISBURG**

SSgt. John E. Bird  
SSgt. David R. Boyd  
SSgt. Armand D. Gustafson

SFC Peter R. Mans  
SSgt. Phillip F. Mullen III  
SSgt. Leah M. Pack  
Sgt. Andrew W. Parchey  
SSgt. Everett D. Tisdale  
SFC Robert J. Warrington

### **HONOLULU**

SSgt. Robert W. Bullock  
SSgt. Wayne A. Hearne  
SSgt. Abraham K. Lani  
Sgt. Irwin Sanchez  
SSgt. Roy E. Smith  
SFC Alvah B. Swain III

### **HOUSTON**

SSgt. Rocky D. Armstrong  
SFC Ronald L. Baker  
SSgt. Ella J. Bankhead  
MSGT. Floyd J. Brooks  
SSgt. David Caldera  
SSgt. Michael A. Cornett  
SSgt. Murray F. Davis  
SSgt. Melvin L. Dew  
SSgt. Gary L. Graves  
Sgt. Sylvester A. Lacy  
SFC Darral W. Roberts  
Sgt. Daniel J. Russell  
SFC Leon Saxton Jr.  
SSgt. Claude A. Scott  
SSgt. Marcial Sepulvedalopez  
SSgt. John H. Walker  
SSgt. Thomas B. Wilson

### **INDIANAPOLIS**

SFC James R. Atwood  
SSgt. Darrell D. Bault  
SSgt. Willie L. Bourquin  
SSgt. Carl E. Boyett  
1st. Sgt. Joseph F. Byrne  
SFC Larry G. Ellegood  
SSgt. Ed D. Finch  
SSgt. Timothy J. George  
SFC Arthur C. Hackney  
SSgt. Gary J. McDougall

SSgt. Byron D. Ratcliffe  
SFC Virgil L. Sawyers  
SFC Daniel W. Taylor

### **JACKSON**

SFC Charles E. Poole

### **JACKSONVILLE**

SSgt. Arthur L. Clements  
SFC Charles L. Collins  
SSgt. Coleman K. Glover  
SSgt. George T. Greer  
SSgt. Pamela J. Hammond  
SSgt. William Hastie  
SSgt. Alvin B. Lee  
SSgt. Melvin Mitchell  
SSgt. Edwin Perez  
Sgt. Paul Rodriguez  
SSgt. Bennie L. Sanders  
SSgt. John E. Strawn  
SSgt. Kenneth Vinson  
SSgt. Arliss C. Walker Jr.  
SSgt. Robert A. Wike

### **KANSAS CITY**

SSgt. Michael R. Arnett  
SFC Albert M. Clark  
SFC Bobby D. Clay  
SFC Jimmie F. Dendy  
SSgt. Timothy S. Dickson  
SSgt. Roger A. Dupont  
SSgt. Dave A. Garrett  
SSgt. Row L. Glasper  
SSgt. Paul R. Godaire  
Sgt. Daniel E. Hastings  
SSgt. James C. King  
SSgt. Donald R. Nichols  
SFC Michael E. Parre  
SSgt. Dennis M. Ruikka  
Sgt. James S. Taylor

### **LANSING**

SFC Gary L. Bender  
SFC Clyde A. Hills  
Sgt. Robert E. Holbrook



# Salutes

## GOLD BADGES (Cont.)

SFC Alvin R. Marriott  
SSgt. George W. Parker  
SSgt. Marvin B. Rainwater  
SFC Bruce L. Reges  
Sgt. Alan L. Schippers  
SFC Riger M. Smith  
SFC Donald W. Stites  
SSgt. Alfred L. Taylor  
SSgt. Michael Walker  
SSgt. Robert D. Washington  
SSgt. Darrell R. Westfall

### LITTLE ROCK

SFC Billy D. Austin  
SFC Kenneth L. Bishop  
SSgt. Bennie E. Burke  
SSgt. Merrill L. Forbes  
SSgt. Jerry A. Grimshaw  
SSgt. James W. Lathan  
SFC Timothy L. Madden  
SSgt. Tony A. Via  
SSgt. Clarence B. Wiley

### LONG ISLAND

SFC William Adorno  
SFC Michael P. Daniels  
SFC Robert Galante  
SSgt. John R. Haigh  
SSgt. Edward Hilliard  
SSgt. Reinaldo A. Lewis

### LOS ANGELES

SSgt. Abe L. Brown  
SSgt. Roque S. Cruz  
SSgt. Donald A. Dugan  
SSgt. Carlton D. Edwards  
SSgt. Frank Gloster  
SFC Eddie T. Gouthier Jr.  
1st. Sgt. Manuel A. Herrera  
SFC Peggy A. Moreno  
SSgt. Patrick A. Murray  
SSgt. William J. Petz  
SSgt. Eileen P. Renaud  
SFC Mercer C. Smith Jr.  
SSgt. Stanley E. Walker

### LOUISVILLE

SFC Christopher L. Ashby

SFC James A. Bomar  
SFC Hugh T. Cary  
SFC Stanley E. Green  
SFC Daniel R. Hayden  
SFC James G. Hockenberry  
SSgt. Diana L. Ringenberg  
SFC James E. Scott  
SSgt. Charles E. Taylor

### MIAMI

SSgt. Jorge Bravo-Acosta  
SSgt. Robert J. Hall  
SFC Gary W. Whittaker

### MILWAUKEE

SSgt. Richard S. Arndt  
SFC Carl Benkoe  
SSgt. John S. Canning  
SSgt. George S. Dobinski  
SSgt. Randy L. Hammen  
SSgt. John Hannula Jr.  
SSgt. Waverly W. Hargrove  
SFC Roger W. Kieselhorst

### MINNEAPOLIS

Sgt. Gary A. Beek  
SSgt. Joseph P. Gillman  
SSgt. Robert L. Koob  
SSgt. Margaret A. Sjogren

### MONTGOMERY

Sgt. Tony H. Bennett  
SSgt. Charles L. Brown  
SSgt. Carolyn J. Caton  
SFC Don W. Felder Jr.  
SSgt. Barry Fowler  
SSgt. Adam Jackson  
SSgt. Willie Lewis  
SSgt. Aron J. Montgomery  
SSgt. Tony A. Moses  
SFC Walter L. Pinchon  
SSgt. Michael O. Reeves  
SSgt. Edmund D. Williams

### NASHVILLE

SFC Robert J. Farris  
SSgt. Jimmy Z. Walley

### NEWBURGH

SSgt. Lafayette Bradley Jr.  
SSgt. Randy A. Fogel  
Mr. Arlene Walker

### NEW HAVEN

SSgt. Angela S. Hatley

### NEW ORLEANS

SSgt. Garth C. Adcock  
SSgt. Joseph E. Candler III  
Sgt. Earl C. Clow  
SSgt. Gary E. Ingram  
SSgt. Chris W. McDermott  
SFC Timothy W. O'Neill  
SSgt. Douglas E. Smith  
SSgt. Jeffery B. Stocker  
SSgt. Norman C. Wilkins

### OKLAHOMA CITY

SFC Ernest W. Hosea  
SSgt. Ruben E. Hurtado Jr.  
SSgt. Melvin J. Ragan  
SSgt. David L. Williams

### OMAHA

SFC Steven P. Bunday  
SFC Elwin R. Cain  
SFC Thomas H. Davis  
Sgt. Arnold R. Jacobsen Jr.  
Sgt. Jeffrey D. Jones  
SFC Dale A. Mowry  
SSgt. Donald E. Raulerson Jr.  
SSgt. William L. Seiber  
SSgt. Roberta J. Schipper

### PEORIA

SSgt. Craig A. Blasko  
SFC Joseph V. Bricker  
SFC Donny A. Carswell  
SSgt. Jacques R. Chouinard  
SSgt. Juan A. Davila  
SSgt. Howard A. Edwards  
SSgt. Lonial Ellison  
SSgt. Timothy J. Lane  
SFC Walter Mahome  
SSgt. Jeffrey R. McElroy

## **GOLD BADGES (Cont.)**

SSgt. Cary D. Miller  
SSgt. Richard D. Pollard  
Sgt. Attell L. Simpson

### **PHILADELPHIA**

SSgt. Edward C. Engelking  
Sgt. Clyde A. Ferrell II  
SSgt. Lloyd M. Monroe

### **PHOENIX**

SSgt. Randy Cales  
SFC Ray Campbell  
Sgt. Francis Feliu-Gomez  
SSgt. Lee C. Jarvis  
SSgt. Mark S. Marus  
SSgt. Paul M. Novak  
SSgt. David J. Sanders  
SSgt. Jack L. Taylor  
SFC Donald L. Williams

### **PITTSBURGH**

SSgt. Randy J. Brindle  
SSgt. Gary C. Brown  
Sgt. Barry L. Butler  
SSgt. Jess H. Cordery Jr.  
SSgt. Patrick Hogan  
SSgt. Robert C. Reiter

### **PORTLAND**

SSgt. David A. Adams  
SSgt. Michael D. Erickson  
Sgt. Louis Gomez  
SSgt. Michael V. Hopf  
Sgt. Michael E. Marshall  
SSgt. Darren K. Nicholson

### **RALEIGH**

SSgt. Charles E. Allen  
SSgt. Gerkey R. Bowers

### **RICHMOND**

SSgt. Ricky J. Cannon  
SSgt. Michael Christ  
SSgt. Rondal R. Jackson

### **SACRAMENTO**

SFC Franklin Aldridge  
SSgt. James V. Allen Jr.

SSgt. David F. Chavez  
SSgt. Noel Perez  
SSgt. Rufus L. Powell  
SSgt. Robert M. Pritchett  
SSgt. Larry C. Robinson  
SFC William Simon  
SSgt. David Williamson

### **SALT LAKE CITY**

SSgt. Bradley C. Blakley  
SFC Patrick W. Bochenek  
SSgt. John P. Bosch  
SSgt. Robert D. Boyd  
1st. Sgt. Victor S. Dellisola  
SSgt. Kevin H. Farley  
SSgt. Richard J. Greenhalgh  
SSgt. Russell D. Hoosline  
SSgt. Mark S. McAlister  
Sgt. Harold B. McDonald  
SFC Gary McElheney  
SFC Johnny L. Moore  
SFC Ronald L. Rayles  
SSgt. Philemon A. Redman  
Sgt. Helen L. Robinson  
SSgt. Mark E. Thuer  
SFC Donald D. Williams

### **SAN ANTONIO**

SFC Virgil Bouldin  
SFC John D. Deloach  
SSgt. Santos G. Flores  
SFC Earle H. Hamilton  
Sgt. Michael J. Hollis  
SFC Nelson F. Huggins  
SFC Rafael Marquez-Santiago  
SSgt. Frank S. Narvaez Jr.  
SSgt. Troy E. Woffenden

### **SAN FRANCISCO**

Sgt. Jameson Au  
SFC Martin R. Davis  
SSgt. Robert C. Mangrum  
Sgt. Bobby Wallace  
SFC Albert F. Williams III

### **SAN JUAN**

SFC Adolfo A. Martinez-Torres

### **SANTA ANA**

SSgt. Kurt S. Able  
SSgt. Stanley L. Allard  
SFC Jerry A. Bordeleau  
SSgt. Jackie D. Finster  
SFC Bradley G. Guffey  
Sgt. Ben Henderson Jr.  
SSgt. Calvin Johnson Jr.  
SFC Christopher Neloms  
SFC Thomas M. Poole  
SFC Carlos Roman-Escalera  
SSgt. Randall H. Rychen  
SFC Eugene L. Senter

### **SEATTLE**

SGM Roosevelt Abron Jr.  
SSgt. Pamela J. Culpepper  
SFC Robert A. Engelbert  
SSgt. William L. Hagan  
SSgt. David A. Hansen  
SFC Robert M. Hoag  
SSgt. Samuel Jenkins  
SSgt. Frank K. Miller  
SSgt. Sharon K. Moore  
SFC Marvin A. Morris  
SFC Michael E. Nida  
SSgt. Edward A. Peters  
SSgt. Samuel L. Powell  
SSgt. Mark R. Simons  
Sgt. Audrey A. Sims  
SFC Timothy S. Smith  
SFC Michael J. Vallencour

### **ST. LOUIS**

SFC Roger D. Dilley  
MSGT. Teddy L. Erwine  
SSgt. Elmer W. Hill Jr.  
SFC Donnis L. Iverson  
SFC Gerald W. Lindley  
SSgt. Glen R. Talley Jr.  
SFC Henry L. Willis

### **SYRACUSE**

SSgt. Thomas N. Gordon



# Top 56 Club

Each battalion has selected its best on-production Regular Army and Army Reserve recruiter for membership in the Commanding General's Top 56 Club. These recruiters have contributed significantly to mission accomplishment during

the third quarter FY86. The selection of these recruiters was based on competition at each battalion. Inquiries concerning these listings may be addressed to the USAREC Awards Branch or phone AUTOVON 459-3902, commercial (312) 926-3902.

---

## Regular Army

---

ALBANY	SFC James V. Digilia	LOS ANGELES	SFC Richard T. Lizama
ALBUQUERQUE	SSgt. Albert N. Miller Sr.	LOUISVILLE	SFC Gregory L. Williams
ATLANTA	SSgt. Luther Rutledge	MIAMI	Sgt. Richard C. Kamien
BALTIMORE	SSgt. Brian J. Williams	MILWAUKEE	SSgt. Glenn G. Wildhagen
BECKLEY	SSgt. James C. Lawrence	MINNEAPOLIS	SFC Lenton C. McCrae
BOSTON	SSgt. Edward A. Penney	MONTGOMERY	SSgt. Chad A. Monaghan
CHARLOTTE	Sgt. Douglas C. Chapman	NASHVILLE	SSgt. Phillip H. Teasley Jr.
CHICAGO	SFC Richard L. Southwick Jr	NEW HAVEN	Sgt. Wayne A. Darling
CINCINNATI	SSgt. Timothy A. Joslin	NEW ORLEANS	SSgt. Harvey D. Bryant
CLEVELAND	SSgt. Hal H. Haynie	NEWBURGH	SSgt. Ronald LaCruise
COLUMBIA	SSgt. James H. Brogden	OKLAHOMA CITY	SSgt. Rocky G. Moore
COLUMBUS	SSgt. Ralph T. Brown Jr.	OMAHA	Sgt. Jeffrey D. Jones
CONCORD	SSgt. Douglas A. Smith	PEORIA	SFC Gary S. Grenier
DALLAS	Sgt. Stephen L. Murphy	PHILADELPHIA	SSgt. Susan J. Loeffler
DENVER	SSgt. Larry P. Southerland	PHOENIX	SFC Donald L. Williams
DES MOINES	SFC Lonnie R. Mayer	PITTSBURGH	SSgt. Richard L. Hickman Jr.
DETROIT	Sgt. Lafayette Williams	PORTLAND	Sgt. Daryl R. Jensen
FORT MONMOUTH	SFC Barbara L. Lunin	RALEIGH	SSgt. Charles E. Allen
HARRISBURG	SSgt. Lamar R. Neidig	RICHMOND	SSgt. Ricky J. Cannon
HONOLULU	SFC Ronald D. Fales	SACRAMENTO	SSgt. Charles J. Tomberlin
HOUSTON	SFC Larry W. Barrett	SALT LAKE CITY	SSgt. John P. Bosch
INDIANAPOLIS	SSgt. Steven D. Shoemaker	SAN ANTONIO	SFC David Marquez
JACKSON	SSgt. Carl R. Penrod	SAN FRANCISCO	Sgt. Bobby Wallace
JACKSONVILLE	SSgt. James R. Holcombe	SAN JUAN	SSgt. Ramon A. Fernandez
KANSAS CITY	SFC Stephen E. Hensley	SANTA ANA	SSgt. Robert M. Langley Jr.
LANSING	SSgt. Gerald P. Boutwell	SEATTLE	SSgt. David A. Hansen
LITTLE ROCK	SFC John W. Kieser	ST. LOUIS	SFC Edgar L. Mayes Jr.
LONG ISLAND	SSgt. Bernard K. Broadnax	SYRACUSE	SSgt. John J. Bender Jr.

---

## Army Reserve

---

ALBANY	SFC Donald R. Hammer	CLEVELAND	SSgt. Keith L. Stone
ALBUQUERQUE	SSgt. Bill C. Cooley	COLUMBIA	Sgt. Donna Stephens
ATLANTA	Sgt. Hartley J. Howard	COLUMBUS	SFC Claude J. Buckland
BALTIMORE	SSgt. Daniel J. Romanchik	CONCORD	SFC Alfred C. Inman
BECKLEY	SFC Jack H. Burke Jr.	DALLAS	SSgt. Dennis R. Weir
BOSTON	SSgt. Barbara A. Jeter	DENVER	SFC Eldon G. Hojem
CHARLOTTE	SSgt. Hattie E. Brooks	DES MOINES	SSgt. William Glaser
CHICAGO	SSgt. Charles A. Nelson	DETROIT	SFC Roger D. Ferguson
CINCINNATI	SSgt. Larry E. Franks	FORT MONMOUTH	SFC Brenda Monk

## Top 56 Club (Cont.)

HARRISBURG	Mr. Guy W. Hanley	NEWBURGH	SSgt. Randy A. Fogel
HONOLULU	SFC Sue Ann Morris	OKLAHOMA CITY	SFC James H. Adams
HOUSTON	SFC Linda G. Hamilton	OMAHA	Sgt. Arnold R. Jacobsen
INDIANAPOLIS	SFC Jean C. Allen	PEORIA	SSgt. Joann Horton
JACKSON	SFC Gayle P. Johnson	PHILADELPHIA	SSgt. Kazimierz Sanocki
JACKSONVILLE	SSgt. Charles M. Wymer	PHOENIX	Sgt. Stephen T. Whipp
KANSAS CITY	SFC David J. Matthews	PITTSBURGH	SSgt. Harry E. Kenan
LANSING	SSgt. Ronald J. Forth	PORTLAND	SSgt. David E. Price
LITTLE ROCK	SSgt. Terry W. Halbrooks	RALEIGH	SFC James E. Ivey
LONG ISLAND	Sgt. Christopher Palermo	RICHMOND	SFC Melvin L. Harman
LOS ANGELES	SFC Pamela L. Borrás	SACRAMENTO	SSgt. Gary A. Coopridge
LOUISVILLE	SSgt. Roderick P. May	SALT LAKE CITY	SFC Michael L. Pedersen
MIAMI	SFC Steve G. Thurman	SAN ANTONIO	SFC Bobby Brooks
MILWAUKEE	SFC Joseph D. Krenn	SAN FRANCISCO	SFC Noel G. Muscle
MINNEAPOLIS	SSgt. James Gausmann	SAN JUAN	Sgt. Agustin Calderon
MONTGOMERY	SSgt. Robert Frazier	SANTA ANA	SFC Timothy E. Call
NASHVILLE	SSgt. Jimmy Z. Walley	SEATTLE	SSgt. Robert L. Pauff
NEW HAVEN	SSgt. Joseph T. Dalton	ST. LOUIS	SSgt. Glen R. Talley Jr.
NEW ORLEANS	SSgt. Richard M. Gill	SYRACUSE	SSgt. Thomas N. Gordon

## SELLING FOR SUCCESS. . .

this in reverse order and see if you don't feel better about your introduction. "Hello, John, this is the Army and my name is Sgt. Jones." This method gives us the chance to highlight ourselves.

The third technique is the most difficult and requires great imagination on your part — the interest-creating statement. Ask yourself, what are some of the things a prospect can get out of a personal interview with you? Have you ever thought about it? How about gaining new information, hearing about new options, or solving a problem? Here is an example you might want to try, "John, you know I've worked with a number of students from your graduating class and either solved a problem or given them information on how to continue their education or receive skill training. John, what specifically can I do for you?"

Where is the interest created? What are his peers getting he is not? What are his problems which are the same problems you have solved for his peers? What informa-

tion have you given his peers he has not yet received? The interest is created, in this case, by comparing him with his peers . . . in just one interest-creating statement. What you are trying to do here is give him a reason to have an interview with you.

That's it! Give these a try or create your own — remember, take the curse off the call, reverse the order of your introduction, and make a good interest-creating statement.

If you would like to share your techniques with the rest of USAREC, please write or call. We're not looking for a gimmick, but a legitimate sales technique or style that can be shared with the entire Command. Your comments and ideas should be addressed to:

HQ USAREC  
ATTN:USARCRO-T  
(SFC Thomas Willis)  
Fort Sheridan, Ill. 60037-6000  
Or call: (312) 926-2032.



# SELLING FOR SUCCESS...

That's what we're all about in Army Recruiting.

"Selling for Success" is a new feature in the *Recruiter Journal* and is something you can look forward to each month. It will be comprised of tips you can use to improve your sales techniques and obtain that mission box.

Many times, especially as new recruiters, we believe there is one magic line that will end every interview with a sale. Unfortunately, this is not true. A successful interview only takes place when you tie the five sales skills to creative thinking and mental flexibility.

5 SALES SKILLS				
1. ESTABLISH AND MAINTAIN RAPPORT				S
2. DETERMINE NEEDS AND INTERESTS				U
3. PREQUALIFY	+	CREATIVITY	=	C
4. PRESENT FEATURES AND BENEFITS		&		E
5. CLOSE/HANDLE OBJECTIONS		FLEXIBILITY		S

How important are creative thinking and mental flexibility to selling? After talking to a number of successful recruiters we have discovered some common denominators. Two of the most important that were uncovered are mental flexibility and experimentation with selling technique. Flexibility is important because it allows them to see what is not working and enables them to adapt to new, more successful ideas.

Flexibility keeps you from falling into a rut, from giving the same presentation the same way each and every phone call and sales interview. Flexibility allows you to move away from the lock step sales presentation toward a presentation that is based on your prospect's responses and your own creative sales style.

A salesman has only had a successful day when he has found a new way to sell his product. What do we mean by this? Creative thinking provides the vehicle you can use to get yourself out of a rut and into using advanced selling skills. You might change the way you ask a probing question, leading to a more accurate determination of the

dominant buying motive. It could be a better introductory statement during phone prospecting that results in more appointments.

Let's see how this works when we apply creative thinking and mental flexibility to one of our five critical tasks, prospecting. Since you have received your new Telephone Guide by now, we thought it appropriate to write about telephone prospecting. There is no one line that will guarantee an appointment each and every phone call, but rather we do have the five sales skills and creative thinking.

There are three critical techniques which can help your phone call. First, take the "curse off the call"; second, introduce the Army and *then* yourself; and third, deliver a good interest-creating statement.

Taking the curse off the call means to find out right away, "Is it convenient to talk now?" There are a number of ways you can do this. You might want to make up your own phrase, or here's one you might try: "It's going take me about one minute to explain why I'm calling. Is it convenient to talk now?" Maybe you like this maybe not, but structure some phrase that will remove the "curse" of an interruption. We are doing an unusual thing here; we are taking the curse off the call before they even know who we are. He may ask, "Well, who is this speaking?" Now, what has he given us permission to do? That's right, to talk.

The next thing we want to do is introduce the Army and then ourselves, and we suggest that order for a particular reason. How many times have you heard a recruiter do this: "Hello, John, this is Sgt. Jones from the Army. I'm just calling to see what your plans are now or in the future?"

The weight of what we say is usually carried by the last words out of our mouth. When we say "Army" first and then our name we have effectively shifted the weight off the word "Army" and more on our own name. We have all had prospects walk in for an appointment and not remember the name of the recruiter they were to see. Try

(continued on page 33)

# 45K: Tank Mechanic

David Melanchon  
Fort Leonard Wood PAO

**I**t's not always easy to be in the driver's seat, but if you're a tank mechanic at Fort Leonard Wood, that may be part of your job.

Most of the 65 soldiers with the Maintenance Section, 87th Engineer Battalion, 1st Engineer Brigade, hold armor-related military occupational specialties, such as tank turret repair specialist and tank mechanic.

The soldiers were trained at the Armor school at Fort Knox, Ky. Because of their armor training, the mechanics are also tank crewmen.

The tankers' main mission is to make sure that vehicles and supplies needed by the brigade to train its soldiers are always on hand. They must also make sure the equipment is in working order and ready for use, according to SSgt. Don Squires, production continuity noncommissioned officer.

Part of the section's duties involve providing equipment for several courses taught at the post's engineer training area.

The section's biggest piece of equipment weighs 58 tons. It is the combat engineer vehicle, a combination tank and bulldozer used by combat engineers to blast away enemy bunkers and to clear the way for other units.

The mechanics also maintain and service armored personnel carriers, bridges, backhoes and other types of construction and tactical equipment.

The post's main tank repair shop holds 10 CEVs at one time. Four noncommissioned officers and 32 soldiers work at the shop. Their jobs include removing engines and fuel systems; repairing turret, electrical

and hydraulic systems; and performing general servicing, said SSgt. Gregory Williams, the shop's manager.

"It usually takes me three days to get a tank in and out of here," said SP4 Scott Keefer while taking a break from overhauling an engine. On this particular CEV, Keefer and his crew changed the oil and air filters, solved an oil pressure problem, and changed the vehicle's final drives.

"Tanks are special because they need so much maintenance," Squires said. He estimates it takes 10 hours of service for one hour of road time.

Although the CEV shop holds center stage, other soldiers working at the maintenance section hold important jobs. Supply specialists manage the battalion's supply and weapons parts requirements. They also serve at the unit's central turn-in point for parts and equipment.

"Our mechanics are outstanding," said MSgt. Daniel Henson, section manager and platoon sergeant for the section's soldiers. "They have shown their abilities through bad weather, long hours and under all sorts of conditions."

Henson said one of the challenges of the job is that the tank mechanic must know everything about the equipment, which means each mechanic must develop a variety of different job skills.

The mechanic must also get used to a lot of noise. Typical of most repair shops, the sounds of power tools and machinery fill the air. So does the smell of diesel fuel and motor oil.

There is something else in the shop besides odors and noise. There's a feeling of pride radiating throughout the gymnasium-sized shop.

Some call that pride "the tanker's attitude," described by some as an aura or state of mind which is com-

mon to soldiers serving in armor. As a former tank corps officer explains it, "Tank mechanics are the hardest working and least appreciated soldiers in the Army."

"We feel special because we are special mechanics. We are not neat and pretty, but we do quality work," said SP4 "Butch" White.

The crew of the maintenance section may not all share the "tanker's attitude," but they do share a common philosophy.

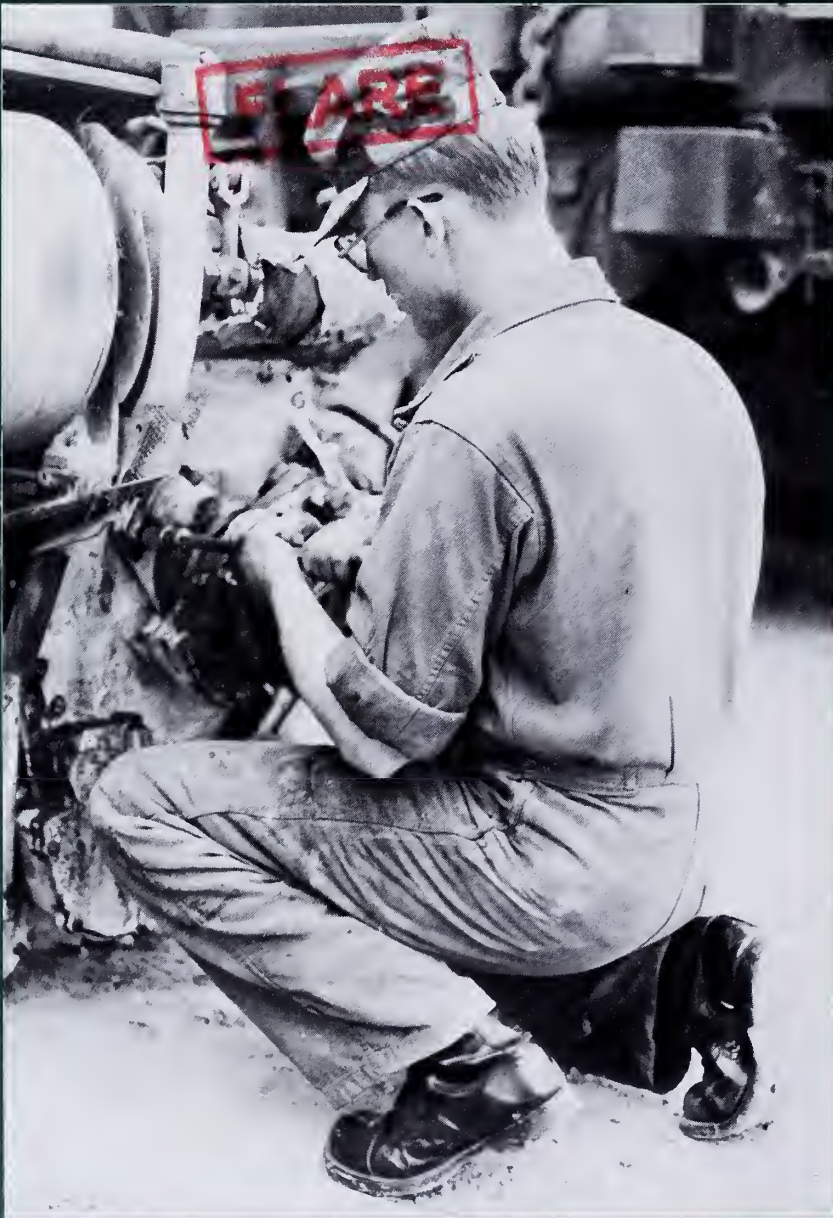
"We are mechanics, not tankers," said PFC Collie Randall. "They may mess them up, but we are the ones who fix them." □

*PFC Rhonda Rush draws oil from a combat engineer vehicle (CEV) for testing. U.S. Army photo by Dave Melanchon.*





# 45K: Tank Mechanic



*SP4 Kenneth Edmonds removes the final drive knuckle from the engine of a CEV*